

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

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10c A COPY



Calling a bug a bug

Sometimes realism is essential to the advertising page, sometimes idealism. Certain products, indeed, require a bold, sharp, perhaps unsavory statement of the naked truth to bring their worth into the public consciousness.

Such is Dethol, the insecticide, disinfectant and deodorant produced by our clients, the Dethol Manufacturing Co., Inc., Richmond, Virginia. Dethol advertising might have been pleasantly indefinite — omitting the bugs, glossing over the germs, subduing the odors. But results would probably have been indefinite, too!

That is why Dethol advertising fairly crawls with flies, moths, mosquitoes, midges, cockroaches and other squirming coleoptera. That is why Dethol copy slaps out quick and hard at the dangers of having these pests in the home; and explains with equal vigor how one spray of Dethol is loaded with death for all of them.

Many things can be said about any manufactured product. Advertising success depends upon selecting the right things—and saying them *well!*

N. W. AYER & SON ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO

Feb. 15, 1923



Is Your N. Y. Campaign Leveled at the Bull's-Eye?

MANHATTAN is concentrated in less than 1/13 of New York City's area, but its 1921 assessed valuation of realty and personality was 45% greater than for all the rest of the city combined!

To sightseers, theatregoers, wholesale buyers and retail buyers, MANHATTAN is New York.

Only one rapid transit system covers this bull's-eye—INTERBOROUGH SUBWAY AND ELEVATED LINES.

"Put your message where it counts"

INTERBOROUGH

*Exclusively Subway &
Elevated Advertising*

*Controlled
by* ARTEMAS WARD, Inc.

50 Union Square, New York City

1/124
1/121
1/51
P93
V. 122
1/15, 1922
1/29, 1923

bind 50

Some Color

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXII

NEW YORK, FEBRUARY 15, 1923

Regal Scraps Experience to Adopt New Sales Policy

Standardized Styles and One-Price Platform Make Big Change in Business

Based on an interview by Henry Burwen with

Elmer J. Bliss

President, Regal Shoe Company

ELMER J. BLISS, president of the Regal Shoe Company, has been teaching the commercial world these last twelve months how to bring a business profitably through a period of depression. The plan he has devised is not adapted to the shoe industry alone. In fact the shoe business is about the last line in the world where you would think the Bliss plan would work. But the fact that it operated successfully there proves the adaptability of the plan to many other lines of business.

When the near panic swooped down upon the business world the shoe business was one of the hardest hit. Channels of distribution nearly dried up, forced sales were the rule in an attempt to stimulate a non-existing demand. Business later picked up somewhat on women's novelty shoes, while men's continued dead. Shoe factories shut down—some were closed for months. Prices tumbled.

The Regal Shoe Company, during these trying times, naturally suffered along with the rest. The company suffered until March of 1922. While conditions at that time were somewhat better, they were far, far from satisfactory. Demand was away off. Per capita consumption of shoes in 1919, the peak year, was three pairs; in 1921 it had dropped to two. Business frankly was slow. Then, figuratively speaking, President

Elmer J. Bliss took hold of his business, shook it, turned it upside down, vibrated the weights out of its pockets, and made a most remarkable change. Literally speaking, he threw away business to get more business; he cut profits to make profits; he reduced production to make production.

How and why will appear in detail later. Suffice for the present to say this:

(1) Regal announced a one-quality, one-price platform—\$6.80 for everything in the store, when the average price of the same quality in its stores had been \$9.35.

(2) As a corollary to that, it changed over the business completely to one of making a limited number of shoe styles on a standardized production basis—the number of styles was cut from 2,500 to 100.

(3) And as a corollary to that, it had to throw overboard a large volume of business which had been built up with dealer-agents all over the country outside of the company's own exclusive stores!

The results? Here they are, neatly tabulated, from figures furnished by Mr. Bliss. No need to print them in boldface type, for they shout their message aloud:

Number of pairs sold in Regal stores:
Women's increase 21.97%
Men's increase 79.92%

Manufacturing cost per pair:	
Decrease.....	\$2.86 or 31.0%
Selling price to consumer:	
Decrease.....	\$2.55 or 27.3%
Direct overhead expense per pair:	
Decrease.....	28.29%
Turnover (represented by pair units):	
Increase	49.56%

In addition to these highly significant figures, there are others, not published, such as the relation of quick assets to liabilities on which the changes in business policy have had a radical effect. Also the effect on net profits is not stated, but Mr. Bliss says it was quite in keeping with these figures. Certain deductions, as a matter of fact, can be made from them.

The decrease in selling price turned out to be less than the decrease in manufacturing cost, so direct profit per pair was increased. The one item of a practically 50 per cent increase in turnover alone could hardly fail to represent a material effect on net profit. In addition to these, the overhead was cut down.

And with this introduction we now interview President Bliss to find out the how and the why of this radical change in business policy and its satisfactory results.

"When we adopted our new methods in the early part of 1922, the situation was something like this," said Mr. Bliss. "Like most other concerns, we had gone through the period of buyers' strike, dropping prices, lessened production, and reduced profits. Prices at the beginning of 1922 had stabilized, but the whole shoe industry was going along at a slackened rate.

"Government figures showed national production capacity of 880,000,000 pairs; production in 1919, the peak year, was 330,000,000 pairs; in 1921 it had dropped to 221,000,000 pairs. In other words, the total shoe business of the country had been decreased by one-third, with the natural tendency for each concern's business to be reduced in proportion.

"Our business was running along at a sub-normal rate, and it was evident from these figures that we could not depend upon

natural increase in consumption to bring our business up. We concluded that something radical had to be done, some fundamental change in our business made to modify the situation so far as we were concerned.

DIFFICULT TO REDUCE BIG LINE

"The obvious thought was to reduce prices. It is universal business experience that as prices go down consumption goes up. But how could we reduce prices, which at that time were rather stabilized, on a basis that permitted even less than a proper profit? We could not afford to shift to a different quality—the Regal business had been built up from its beginning on the basis of making and selling high-grade shoes. In any event it was a problem of price in relation to quality, and not of mere price alone.

"Our thoughts turned to the possibility of applying the Ford idea to the shoe business—simplifying and standardizing, turning out a limited number of styles on a large scale. But that again involved difficulties.

"We were doing business in the regulation way—that is, we had a chain of sixty direct-owned stores in big cities, and we had connections with about 1,000 dealer-agents all over the country. We were making 2,500 styles of shoes, catering to the individual ideas of our various dealers—salesmen traveling out with lines of samples and taking orders for the many varieties with further variations to fit the dealers' ideas, as is customary in the shoe business, and manufacturing them to order.

"We might start a salesman out, let us say, with a hundred basic styles. But the dealer, instead of ordering exactly what he is shown, wants special features to fit his ideas of his particular trade. One style may have a perforated vamp, the dealer wants it with a plain vamp; another is shown in cloth top, the dealer wants it in leather. So the hundred styles are multiplied to twenty-five hundred.



Religion Is the Subject of the Day

The Christian Herald is keenly alive to its increasing opportunities and responsibilities, and is meeting them with articles by prominent contributors, written not only with an appreciation of the new era in religious thought but also in *sympathy* with it.

The results are obvious—our long-time readers are being carried to a new and greater vision of Christian thought and opportunity and thousands of new readers are finding in the Christian Herald a freshness and liberality of thought which leaves them gratified and inspired.

The Christian Herald

GRAHAM PATTERSON, *Publisher*

B I B L E H O U S E , N E W Y O R K

Chicago Representatives
Patterson & Cordiner
225 N. Michigan Blvd.

Pacific Coast Representatives:
Blanchard-Nichols-Coleman
Los Angeles San Francisco Seattle

"With this situation, the customary one in the shoe business, it was obviously impossible to do what we eventually did—that is, standardized on a hundred styles absolutely without variation and manufacture them on a volume production basis.

"We could sell a standardized line in our own stores, but we couldn't force it upon our dealers. Each community had its own peculiar tastes, or so the dealer felt. In any event he had been too long accustomed to specifying and wouldn't take kindly to any standardized idea.

"Then there was a further difficulty. Along with standardization we felt it would be necessary to go to a policy of a single price for all our shoes. Yet to do that would embarrass our dealers, even though they accepted a standardized line—for our retail price which they naturally would have to follow would confine them to too small a margin of profit.

"We realized, therefore, that to take any such step as we were thinking of would involve the loss of our dealers' business—it would mean giving up an asset we had been building since 1907.

"On the other hand there were interesting possibilities in what might be done with a plan of standardization, and so we commenced to figure. Assuming that we radically reduced our price for the same average quality we had been selling, to what extent could we increase our business? To what extent could we, by an accompanying process of standardization, reduce our manufacturing and overhead costs and our costs of retailing?

"We had estimates; and when we had our estimates completed, decided to take the step. So in March of 1922 we made public announcement of a new platform we had adopted—One Profit, One Quality, One Price, \$6.80.

"The effect of the announcement of this new policy was what we had anticipated—a large and sudden increase in business in our retail stores—an increase which practically made up from March

to November for the loss of the dealers' business. Though the selling price was reduced from an average of \$9.35 to \$6.80, or \$2.55 per pair, our manufacturing cost came down \$2.86 per pair. Our costs of doing business have been radically reduced in almost every item.

WHY COST REDUCTION EXCELLED PRICE REDUCTION

"Do these figures seem astounding? Consider Ford and what he has done with standardized volume production. Standardizing has simplified our business. Take the mere item of purchasing alone. We formerly had to buy stock for three different grades and 2,500 styles; now we buy for one grade and only 100 styles. By the same token the amount of inventory necessary to be carried is cut, first two-thirds, because of having only one quality instead of three, and further because we have only 100 styles and variations instead of 2,500. We know our needs in advance instead of having to wait upon dealers' orders.

"The difference in the handling, recording and stocking a few instead of a great variety of stock items has cut the overhead. The difference of handling a comparatively few orders of large size instead of numerous orders of small size cuts the expense of handling. It is not surprising to learn that our office force, which a year ago numbered 189, has been cut to eighty-nine—or a decrease of over 50 per cent.

"We now manufacture goods in steady runs on a certain schedule. Stocks are allotted to stores on a basis to best serve manufacturing economy instead of being shipped out in dribbles. Fill-ins are shipped off the shelf from goods which have been manufactured in advance in expectation of an almost definitely known demand. Here alone is one of the biggest savings. Dealers ordered fill-ins in two or three or half dozen pair lots. Due to the fact that each dealer's stock was

(Continued on page 150)



"Betcha don't know what he's doing"

"Huh! That's easy. He's checking the flow on the oil pump."

"You win, Bright Eyes. Gee! Ain't that a peach of an engine?"

"You bet! And maybe this baby isn't easy to get at. Why, you can reach everything but her gizzard without ruffling a feather."

It is amazing how much boys know about automobiles. And it is more amazing what an influence they swing in the selection of a car for the family. The manufacturer can trade on this natural boy interest to his immediate and ultimate advantage through the advertising columns of

THE **AMERICAN BOY**

"The Biggest, Brightest, Best Magazine
for Boys in All the World"

It exerts a healthful, happy influence over half a million open and absorbing young minds, averaging in age between 15½ and 16 years. Get the good-will of these boys. Give them the interesting facts about your car and you will build a great bunch of boosters. Now is the time to step on the gas.

THE SPRAGUE PUBLISHING CO., Detroit, Michigan
(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York 1418 Lytton Building, Chicago





THE EDGE OF THE CIRCLE

BIG RED CHIEF was engaged in a contest of wits with his White Brother. Hiding his confusion behind a stolid front, he stepped back and drew marks on the sand with a long stick.

First a circle; then another enclosing it. Marking an X in the inner circle, he said, "Indian know in this circle."

Pointing to the space between the inner and outer circles, he said,

"White Man know in this circle."

Then with a broad gesture to indicate the vastness of space outside the larger circle, "Nobody know out there."

Probably no one is more fully conscious of the vastness of the unknown, than the

man whose circle of understanding is the largest.

Yet small differences are of paramount importance. He who extends the edge of the outer circle ever so little becomes a leader.

The White Man's circle gave him America. He had the edge on his Red Skinned Brother—and that was all he needed.

An advertiser recently went along for a considerable period without registering any great increase in sales. He changed his plan and in two years has doubled a business that grew up slowly over twenty-five years. This change gave him the edge on the market. He got the reward of the pioneer.

The J. Walter Thompson Company is striving to widen the edge of the circle in advertising. Its clients profit in their own competitive circles by this constant pioneering.



Sales—Sustained or Suspended?

The Advertiser Has It within His Power to Choose

By A. H. Deute

General Sales Manager, The Borden Sales Company

THE mass of people is not inclined to maintain sustained mental effort. These people may or may not be able to maintain this effort but the fact remains that they do not do so.

The small minority, willing to maintain this continued mental effort and exert sustained pressure on the great majority can, therefore, and constantly does sway the majority to its way of thinking.

If the thought of the small minority is correct and the results it attains are worthy and useful, then the great majority is glad to continue to follow the practice, not giving much serious thought to it, one way or another.

And thus we might say that we state the theory of advertising and selling.

The great mass of men wears shirts. These men know they must buy shirts. They want good shirts for the money—good in style and comfort and value. They are not particularly and vitally interested in who makes them. Then along comes an individual, or possibly it is a corporation—a group of a few men. They make shirts just as other men make shirts. But these few men in their small group put a name on each shirt. They put back of that name a mighty good product—one which is apt to satisfy. And then they start to get that name before their public and to keep it there. They are advertising and selling their brand of shirt.

The first impression resulting from their advertising is necessarily small. But if their next advertisement appears before the first one has had time to be forgotten, cumulative value commences. If nobody else starts to talk about his make of shirts, before long the advertiser pre-empts the market. In other words, his make of shirt is the only one

well known and people either ask for it by name or come to accept with a little added satisfaction a shirt which bears that name.

And thus the great majority, not willing to maintain sustained mental effort when it comes to thinking about shirts, is perfectly willing to let itself be influenced—"sold" a brand—by the minority interested in selling that make of shirt. If the product gives satisfaction, it takes a great big jolt by some other mentality to get the great majority to think hard enough and long enough to drive one brand out of its mind and put another name there. That is why once a good brand has secured a hold on the mentality of the great majority, giving that majority good service, results in the development of a constantly growing support. Unconsciously, the great majority is satisfied. It sees no real reason why it should exercise a sustained mental effort and change its buying method.

That is why many a product, once firmly established, seems to go on selling for years and years, even though other and more worthy brands have come into the field.

HARD TO CHANGE, BUT IT CAN BE DONE

Once the mental attitude of the great majority has been set, it takes a tremendous and long sustained mental effort by some other minority to change it.

And yet it is being changed every day. An old brand is superseded by a new brand. The force of advertising and selling applied to a greater degree to a new product gradually makes itself felt.

Thus, we realize why it is that it is so fatal for the owner of a brand to sit back complacently and say to himself: "Why should I continue to advertise? Everybody knows my product. If a man wants one, he buys it. If

correct grade for your car

**Reduces oil consumption—because
the correct oil does not use up
as rapidly as incorrect or poor
quality oil.**



GARGOYLE

Mobiloil

Make the chart your guide

Domestic Branches:				
New York	Boston	Chicago	Philadelphia	Detroit
(Main Office)	Indianapolis	Minneapolis		Kansas City, Kas.
Pittsburgh	Buffalo	Buffalo	Des Moines	Dallas

Warning:
Don't be misled by some similar sounding name. Look on the container for the correct name *Mobiloil* (not Mobile) and for the red Gargoyle.

Des Moines is an important Distributing center

The Vacuum Oil Company recognizes that the trade of Iowa centers in Des Moines.

The Goodyear Tire & Rubber Company has recently made Des Moines zone headquarters for Iowa, southern Minnesota and a part of Illinois.

The Chevrolet Motor Company has opened a zone office in Des Moines with supervision of Chevrolet sales in Iowa, eastern South Dakota and eastern Nebraska.

A network of highways and railroads makes Des Moines and all Iowa one big market. Not a farm home in Iowa is more than twenty minutes by automobile from a railroad station.

The most direct route to the Des Moines and Iowa market is via The Des Moines Register and Tribune. It blankets Des Moines and reaches one thousand Iowa cities, towns and villages.

**Net Paid Circulation Exceeds
130,000 Daily—125,000 Sunday**

98% Concentrated Within the State of Iowa

Des Moines Register and Tribune

"The Newspaper Iowa Depends Upon"

Feb. 15, 1923

he doesn't, he won't. And advertising can't do anything more for me."

Along the same lines, realizing that it is hard for the great majority to maintain long sustained mental effort, we see why the man who stops advertising for one year, two years, three years so often finds it impossible to resume advertising with his old-time profitable returns. During the time that he neglected his great majority, during the time that his own small minority failed to maintain the sustained mental effort, somebody else came along and applied that sustained mental effort so strongly that it made its impress on the mentality of the majority and unconsciously they drifted in that direction.

Naturally, not merely sustained mental effort, but superior sustained mental effort dominates. There was an interesting instance of this out West a few years ago. In a given market there was a good natural demand for pipe. Wood pipe makers and iron pipe makers vied for the business. The great majority who represented the buyers was apparently willing to be swayed this way or that by the tiny minority. The tiny minority was divided into two camps. For many seasons, the wood pipe men seemed to be swaying the buyers their way. Then, into the camp of the iron pipe men there came a new member. His mental equipment enabled him to make a superior and more active sustained mental effort. I don't know yet which pipe is really the better but the fact remains that I think that iron pipe is, though upon careful reflection I realize that the only reason I think so is because of the impression which the iron pipe man made upon me.

The millions of people who make up the buying public are buying all the time. Mostly, they buy aimlessly, thoughtlessly. They may think, it is true, but their thinking has been largely done for them and supplied them in ready made impressions. The individual who has thought out a product, thought it out right—and then has kept on thinking out why

the vast majority should buy it—and then can keep on thinking out logical reasons and can keep on making the sustained mental effort to not only sway the vast majority to his way of thinking but can keep on and make it easy for them to keep thinking that way is the successful advertiser.

F. W. Nash Joins Frank Seaman, Inc.

Frederick W. Nash, recently general manager of Thomas J. Lipton, Inc., tea, Hoboken, N. J., has joined Frank Seaman, Inc., at New York. Mr. Nash was at one time assistant sales manager of the New York branch of the H. J. Heinz Company, "57 Varieties" food products; later assistant to the general sales and advertising manager at the Pittsburgh headquarters, and subsequently, marketing manager of Ryzon Baking Powder for the General Chemical Company, New York.

New Accounts for J. Walter Thompson Co.

The Bauer Chemical Company, "Formamint," New York; Dr. Earl S. Sloan, "Sloan's Liniment" of New York and St. Louis; H. E. Bucklen & Co., "Dr. King's New Discovery," of New York and St. Louis, and the E. E. Sutherland Medicine Co., "Dr. Bell's Pine Tar-Honey," also of New York and St. Louis, have placed their advertising accounts with the J. Walter Thompson Co., Inc., New York.

T. W. LeQuatte to Retire from Meredith Publications

T. W. LeQuatte, who has been advertising manager of *Successful Farming* and advertising director for the Meredith Publications, Des Moines, for the last fourteen years, will withdraw from The Meredith Publications on April 1. Fred W. Bohen, a son-in-law of E. T. Meredith succeeds him.

Standard Oil Marketing Committee Appointments

J. H. Senior has succeeded C. E. Young who has retired as chairman of the Marketing Committee of the Standard Oil Company of New Jersey, E. G. Barber and Walter J. Moser of the domestic sales department have been appointed members of the marketing committee.

G. W. Preston with Buffalo "Express"

G. W. Preston has been appointed advertising manager of the Buffalo *Express*. For the past four years Mr. Preston has been advertising manager of the Cincinnati *Enquirer*.

Ideas

When all has been said for art, copy, engraving, typography and media (and these ARE important — very!), remember that the biggest thing in selling and in advertising is the IDEA. Is your agent skilled merely in presentation—or does he actually come through with *ideas*?

Write for these booklets:

- "How to Judge an Advertising Agency"
- "Points on Merchandising Advertised Products Through Department Stores"
- "Merchandising Advertised Products Through Drug Stores"

J·H·CROSS CO.

General Advertising Agents

Cross Building, 15th and Locust Sts., Philadelphia

Members:

American Association of Advertising Agencies, Audit Bureau of Circulations
National Outdoor Advertising Bureau

Life is Never Humdrum. *If-*

"YOU must get pretty tired of the kind of life you lead," said a workman one morning to A. B. Farquhar, who is eighty-four years old. "Going to your plant every morning at seven, rain or shine. Doesn't it get monotonous?" "No," Mr. Farquhar answered. "It doesn't. It gets to be more fun every day."

Life is never humdrum if your mind can reach out and find its own relation to the problems of the world around you. There are millions of people in America who, like Mr. Farquhar, get more out of life because they give most to it.

They want economic, political and social affairs brought into focus. Their ideas make public opinion. For them Collier's is edited. Here are some of the things they will read this week:

A. B. FARQUHAR, who knew Lincoln, tells young people how to live so that life will never lose its zest. Thrills and aspirations are still new to him—and to everyone who can love life as he does.

HUNDREDS of letters from Collier's readers have gone into the making of William G. Shepherd's article on inheritance. You can see in those he quotes the kind of private thinking that multiplies itself into the greatest power in the world—public opinion.

EVEN SPORTS can be humdrum to the humdrum player. For the others, Walter Camp says that Coué's famous formula has its application to games. He tells some amazing things that happened when famous athletes used their imaginations.

In more than a million homes every week men and women who lead interesting and *interested* lives welcome Collier's because it helps them to a fresh perspective on the great affairs and events about them. The minds of these millions are alert and open to receive your message through Collier's advertising pages.

Collier's

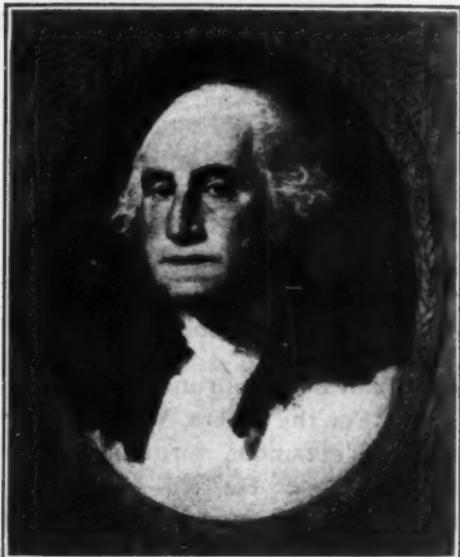
THE NATIONAL WEEKLY

in more than a million homes

The Crowell Publishing Company

381 Fourth Avenue,
New York, N. Y.

Feb. 15, 1923



Are You Like Washington?

IN 1773, when George Washington wanted to sell his twenty thousand acres of land in the region of the Ohio, he proclaimed the fact by an eight-inch single column advertisement in the first issue of the Maryland Journal and Advertiser, the immediate predecessor of the BALTIMORE AMERICAN.

To back up his sales argument, he opined that "it may not be amiss further to observe that if the scheme for establishing a new government on the Ohio in the manner talked of should ever be effected, these must be among the most valuable lands in it."

In those days, Baltimore was a "mere village." Now it is the great eastern port and center of distribution for those cities teeming with mighty industries that have risen in the vast area that Washington once owned, and its surrounding territory in the Middle West—cities and industries that radiate their products into all parts of the world.

Are you like Washington—have you something "out West" to sell? The successor of his advertising medium, the AMERICAN, with its afternoon associate, the NEWS, can put the story of your product into practically every worth while home in and near Baltimore—and at a combination rate for 1,000 lines or more, of 30 cents daily, Sunday, 35 cents; Sunday American rotogravure 35 cents per line flat.

THE BALTIMORE NEWS
Evening. Daily And Sunday.

The Baltimore American
Morning. Daily And Sunday.

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank S. Webb
Advertising Manager

J. E. LUTZ
Western Representative
Tower Bldg.
Chicago

Why a Farm-Tool Manufacturer Took to Making Children's Sleds

The Merchandising and Advertising Experiences of S. L. Allen & Co., Inc.

By William A. McGarry

MANY an advertiser is still struggling with a problem that S. L. Allen & Co., Inc., Philadelphia, started to solve twenty years ago. They had then been making farm and garden tools for thirty years and had arrived at the decision that something was necessary to take up the slack in the factory during the months that such implements are not in active demand. The company hit upon sleds as the article that it would make.

Since sleds are for strictly winter use and garden tools for summer only, except in relatively thinly populated areas, the combination would seem at first glance to be ideal for maintaining a practical level of production and distribution throughout the year.

In practice it is not so simple as it looks. For one thing, the buying season for the bulk of both lines is short and concentrated. While it is possible to prolong it in the agricultural implement line, buyers of sleds are limited not only by the fact that the use of the article is confined to an average for the whole territory of a few weeks, but also by the further consideration that 90 per cent of all sales to consumers are made during an equally short period in the Christmas season.

The Allen company has met that situation satisfactorily by a policy of consistent advertising adopted twenty years ago and constantly developed ever since. Broadly speaking, it consists of two separate annual intensive campaigns in national periodicals, class and general, one for each line, and a follow-up of direct-mail advertising to the jobbers and retailers for each. But in view of the fact that there is some all-year sale for the farm and garden implements, there is also

a continuous campaign in both general and class mediums for that line. Each line is sold under a separate trade-mark which appears in all the advertising and literature of the company.

Farm and garden tools are sold by the Allen company under the trade-mark of "Planet, Jr." That was the original line. The company was founded in 1871 by S. L. Allen, who died in 1918. A few years after the business started he adopted a "Creed" which explains the basic manufacturing and selling policy. It appears in the front of all the catalogues issued, as follows:

"It is an invariable rule of ours to make everything of the best material and in the best form and never to lower the quality of our goods. From the very beginning we have improved our designs wherever it seemed possible, and have never allowed the quality to depreciate. No prospect of increased profit has caused us to swerve from the determination to offer as good tools each year as we have ever made before, or else better ones. We intend this to be perpetual."

HOW THE "FLEXIBLE FLYER" LINE CAME INTO BEING

The origin of the tiny picture of a planet with a ring around it is not of record, but there is an interesting story connected with the new line—the Flexible Flyer sled, familiar to boys and girls wherever the snow flies. It is "new" only in relation to the age of the concern, as it has been on the market now for twenty years. About that time the adoption of quantity production methods brought about the need for a new line to keep the factory operating somewhere near capacity in the late spring and summer. It is stated by W. H.

Roberts, Jr., sales manager of the company, that Mr. Allen had great faith in the dictionary as a source of ideas. It was his custom when in search of a solution for a problem to consult that volume more or less at random. He used that method to find a new line to meet the developing need of his busi-

farm, carting in the dirt. There at the first snowfall the Flexible Flyer got its initial tryouts, and many later ones. Patents were issued and the sled was put on the market. It served its primary purpose from the outset, but sales are so large now that even on a comparative basis it could not be considered a side line.

In manufacturing, distribution and to a very slight extent in advertising the two lines now overlap. Production of farm and garden tools is going on all the year round, as distribution has spread throughout California and the South. In the fall all available machinery and labor are put on the manufacture of that line, continuing on farm and garden tools until late in the spring. By the time dealers have taken care of the spring demand for implements, it is possible to begin the manufacture of Flexible Flyers. That end of the business gradually and automatically takes up the slack in farm and garden tools until the end of the summer, when it is necessary to increase production of implements again.

Even when the Flexible Flyer was being introduced it was made to stand on its own merits, very little effort being made to carry it along by the momentum of Planet, Jr., products. Any association of the two trade-marks since then has been more or less incidental, although in recent years, in the direct-mail advertising to dealers and in some of the trade-paper copy, occasional references have been made in the selling of one line that the same company manufactures the other. The same distributors handle both lines in many cases. That is particularly true of hardware dealers. But as a rule the bulk of the Flexible

You pass 'em all
with a *Flexible Flyer*

What sport to go tearing down a steep hill on a brand-new Flexible Flyer. Whizzing along—steering past the slow-pokes without slowing up—and shooting out across the long stretch at the bottom—way beyond the others—for a "record."

Flexible Flyer is the original and the finest steering sled in the world—the sled every boy and girl wants. It has grooved steel runners—no wooden parts to break or wear out—no leather to wear off, without skidding. New all-steel frame adds strength, balance and feasibility.

This Christmas, be sure you get a Flexible Flyer.

S. L. ALLEN & CO., Inc.
Dept. 27, 8th and Chestnut Avenue, Philadelphia
Ask your dealer or department store for a FREE catalogued model showing how Flexible Flyer steers—or write us for it.

Flexible Flyer

JUVENILE COPY HAS BEEN LARGELY RESPONSIBLE FOR COMPANY'S LARGE SALES OF SLEDS

ness, and in due time his eye fell on the word "sled."

It must be remembered that for thirty years up to that time Mr. Allen had been active in the invention and perfection, as well as the manufacture, of special tools. Flexible steel was used in many of the farm and garden tools. Therefore it required relatively little time for him to develop the basic idea of the Flexible Flyer. He made up various models until he had hit on something that seemed mechanically right. Then he began to prepare for practical tests. Mr. Allen lived on a farm in New Jersey. His land was quite flat. Not having any hill near at home he built one on his

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PRINTERS' INK

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Flyer sales until the last few years were made in toy and department stores which did not handle the farm and garden tools.

The Flexible Flyer was protected by its patents until a few years ago as the only steering sled on the market. During that period, although there was no competition whatever, it was advertised widely and consistently.

Grow what you eat

It is a crime to pay store prices when you can grow and store the fat of the land, fresh and at its best, right on your own place. Lack of time is no excuse—a Planet Jr No. 4 combination seeder and wheel hoe makes planting your entire garden a matter of minutes. Change a single bolt and you have a handy, light, clean-working wheel hoe which will cut the weeds and cost of living down and keep the family living high right through the season.

Planet Jr. seeders—and Planet Jr. cultivators (hand, horse and tractor) are the boast of those who cultivate for profit. Send for new catalog showing the Planet Jr. line.

S. L. Allen & Co., Inc.
Dept. 23
8th & Chestnut Ave., Philadelphia

Planet Jr.

This work and the same Planet Jr. do not profit.

No. 4

PART OF THE DRIVE FOR SUBURBAN SALES

It is still dominating the market, although other steering sleds have been introduced. In the copy used up to last Christmas the company emphasized three special features: greater ease of steering, improved non-skid runners and an all-steel front acting as a shock absorber. The copy is always illustrated by different variations of a boy, a Flexible Flyer and a snow-covered hill.

Whether it is directed to the boy buyer or to the adult giver, each advertisement contains the legend "ask your dealer or department store for a free cardboard model showing how Flexible Flyer steers—or write us for it."

No attempt has been made to use that as a means of direct-to-consumer business. Approximately one per cent of the sales are made direct, but generally speaking the company makes no effort to cultivate its markets by that method, except in a certain defined territory near the plant in which it maintains traveling salesmen. When requests are received from individuals for cardboard models the name of the nearest distributor is sent along with the reply. The advertising of the Flexible Flyer stops with the Christmas issues. The minimum space taken is generally 100 lines in the periodicals bought by adults, and from that up to columns and quarter-page displays. In the magazines devoted to children the space ranges from quarter to half page. Since there are only seven sizes, numbered from one to five, plus the Junior Racer and the Racer, there is no catalogue, the dealer folders serving that purpose.

At the winter season of the year the whole selling effort is being devoted to the campaign of Planet, Jr., farm and garden tools. Copy is appearing in farm periodicals, weeklies and monthlies of national circulation and in many periodicals appealing to the commuter and suburbanite.

The advertising policy of the company, however, intensive though it must be at times in the nature of its products, is consciously designed to reach potential future customers and to establish the trade-mark of the line. Mr. Roberts points out that every year hundreds of thousands of former city dwellers move into the suburbs, where they are in a position to establish their own gardens. The farmer knows

all about the implements from his own experience and that of his neighbors, plus the advertising. But there is a known trend away from the farm, and there is a loss of old customers every year. New ones come to take their places and the effort is made to reach them with the message of Planet, Jr., products sometimes years before they are in the market for such tools.

In its advertising to the farmer the company has always sought to advance diversified agriculture. But it does not and has not made the mistake of permitting propaganda to overshadow the product. It is content as a rule with suggestion, taking no chances of arousing the well-known farming prejudices against too much advice. One of the problems has been to carry the diversified agricultural argument into papers that reach farmers, commuters and some city readers in such a way as to make it of interest to all classes. A new idea developed within the last year and now appearing in the copy has gone a long way toward providing the solution. It runs under the caption "Grow what you eat."

As a rule each advertisement features one particular implement, illustrating its use, as in the cultivation of orchards, field crops, truck patches, etc. The line includes seeders, wheel hoes, garden plows, pulverizers, edgers, hand tools of various kinds, horse hoes, plain cultivators, harrows, pivot wheel cultivators, universal cultivators, beet cultivators, tractor tools and attachments, and various devices of a special nature.

It is considered too early as yet to measure definitely the results of the "grow what you eat" idea, but the company is satisfied that it has real selling value, and that it combines appeals to the practical farmer, the man with a home in the suburbs and enough room for a garden, and the potential consumer now living in the city.

Although the line is regarded as complete within its limits—the company does not make horse plows or tractors and similarly

large farm machinery—a great deal of attention is paid to research for the improvement of existing tools and the development of new ones. In the current catalogue attention is called to a new pivot wheel riding cultivator, a new spring-tooth cultivator, a new edger, a new seeder attachment and a new tractor cultivator, together with new attachments for small tractors. Nothing is placed on the market until it has been thoroughly tested for practicability. The first rough tests are made in the yard of the factory. Then new implements are tried in actual use under varying conditions of soil and topography. There is an engineering department which handles all such tests and developments.

This, in brief, tells how a company that was "old" twenty years ago, even then resolved to put its factory in order, to take up a season's slack and to find a thing to make that fitted in with what it was most capable, through experience, of manufacturing. The telling of it may furnish the impulse, the inspiration, to some other manufacturer to plot out a similar course for himself.

Grandin-Dorrance-Sullivan, Inc., Changes Name

The corporate title of Grandin-Dorrance-Sullivan, Inc., advertising agency, New York, was changed to Dorrance, Sullivan & Company on February 7. The staff, personnel and the various advertising accounts handled, and the branch offices at Chicago and South Bend, remain the same.

Additions to Staff of H. K. McCann Company

Earl B. Stone, formerly advertising manager of the Cleveland Tractor Company and more recently with the Cleveland office of Hoyt's Service, Inc., advertising agency, has joined the Cleveland office of the H. K. McCann Company, advertising agency.

Don U. Bridge Joins Indianapolis Agency

Don U. Bridge has been elected first vice-president of Fred Millis, Inc., Indianapolis advertising agency. Mr. Bridge has been merchandising manager of the Indianapolis *News* for the past five years.

Increase sales by applying the right pressure in **Philadelphia**

More and more manufacturers are finding that Philadelphia—"the third largest market in America"—offers the chance for greatly increased sales at very small cost.

Whether you make products that have a popular appeal, or turn out luxuries or specialties, it will pay you to concentrate upon Philadelphia and the rich trading area which surrounds the city proper.

A vigorous selling drive, backed by adequate advertising in Philadelphia's foremost newspaper—The Bulletin—will place your goods in the hands of Philadelphia consumers.

You can insure a rapid turn-over for your goods, with its increase of retailers' good will,—for every day The Bulletin goes into nearly every home, office and workshop in and around Philadelphia and Camden.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in America.

1922 net paid average circulation:
493,240 copies a day.

New York—Dan A. Carroll, 150 Nassau St.
Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.
London—M. Bryans, 125 Pall Mall, S. W. 1
Paris—Ray A. Washburn, 5 rue Lamartine (9)

Farmers must lower costs to stabilize farm prices

Increased production doesn't always imply that a farmer will have surplus purchasing power.

IT IS admittedly important that the farm production of the country be increased. But increased production does not always imply increased farm profits. And farm profits constitute the measure of the purchasing power of the farm market.

A bushel of wheat may be produced for 80 cents and sold for a dollar, or produced for \$1.40 and sold for \$1.60. In either case the profit is the same.

The market price of farm crops is determined by the supply and demand, general conditions and sometimes speculation. All of these elements that operate to establish market prices are beyond the control of the farmer.

But there is one factor he can control to a very great extent. That factor is cost of production. And before the farmer can demand a profit on his operations it is only reasonable that he lower his production costs to a minimum.

Lowering costs of production is one of the key-notes of the practical editorial policy of The Oklahoma Farmer-Stockman. Keeping out of

Most Circulation—Greatest Line

ercost of production ze farm incomes

debt, except for productive purposes, is another. Co-operative marketing of major crops where feasible is a third.

Each of these three objectives is essential to the stabilization of farm incomes from year-to-year. And stable incomes will eliminate the ups-and-downs of the farm market for manufactured goods of every kind.

Compare such a workable "grass-roots" editorial program with a "sow-in-the-spring, harvest-in-the-fall" farm paper editorial policy. Is it any wonder that readers of The Oklahoma Farmer-Stockman cling to the farm paper that constantly demonstrates its adaptability to their problems and its ability to help increase their profits?

Isn't this a vital point for Oklahoma farm paper advertisers to consider?

The OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr.

Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.
THE OKLAHOMAN & TIMES ~ RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

est Lineage—Lowest Rate

Feb. 15, 1923

Building Bigger Business in Chicago

is a "business" with The Chicago Daily News. Its success in this direction is amply attested by the growth in Chicago of those business enterprises that place the preponderance of their advertising in The Daily News.

The indubitable testimony of authoritative figures establishes The Chicago Daily News not only as the most efficient but, in many instances, the sufficient medium for covering Chicago and its suburbs and "building bigger business" therein.

The following statistics, issued by the Advertising Record Co., an independent audit bureau maintained by all the Chicago newspapers, show the distribution of display advertising among Chicago daily newspapers from January 1 to December 31, 1922:

	COMPARISON
LINES	LINES
The Chicago Daily News . . .	13,779,569
The Daily Tribune	10,525,259
The American	8,064,865
The Daily Herald-Examiner	4,232,869
The Post	4,446,923
The Journal	4,270,771
<i>The Daily News' excess over the next highest score, that of The</i>	
Daily Tribune	3,254,310

Those who purpose to "*build bigger business in Chicago*" may well follow the lead of experienced and successful advertisers and advertise first of all in

The Chicago Daily News

FIRST in Chicago

Develops Food Label to Combat Grocery Cut-Price Evil

How Western Grocer Mills Introduces Line through Well-Advertised Cooking Schools

IN an effort to help relieve a condition wherein, to use the expression of S. B. Sieg, general manager of the Western Grocer Mills, "the grocery business has become greatly demoralized since the war," that company is putting on a series of cooking school sessions to introduce its Jack Sprat line of food products to consumers.

"The grocery jobber," Mr. Sieg explains, "has not been enjoying anything like the volume of business that he had during the war. This is natural enough under the circumstances. But, unfortunately, his overhead has been increased considerably over the pre-war basis and the result is that his profit has been altogether too close to the disappearing point for his comfort and convenience.

"Some jobbers, trying to find out the reason and remedy for the condition, have come to believe or fear that they are being undersold. This has led them to reduce prices so as to get a greater volume of business. In fact, it would not be overstating the case very much to say that something closely approaching a price war has been going on in the wholesale grocery trade. The retail grocer, affected in his turn by the same influence, is conservative in his buying to the point of slowness and almost fear. He finds it exceedingly difficult to convince himself that he is getting the lowest price.

"Some jobbers, because of this condition, have felt obliged to feature goods whose main selling argument is price, and the featuring has been done at the expense of quality.

"The retail grocer also has lost volume. In looking around for the cause he places the blame upon the chain store that sells groceries at cut prices. He fears his prices are too high. And, taking his cue from the jobber, he has departed

far from the old idea of quality and service. Instead, he features price as an argument for getting business.

"We believe so much use of the price argument has done great damage to the entire grocery trade. Considering the situation in all its aspects, we felt we had an unusual opportunity to push our line of Jack Sprat food products—spices, extracts and tea—making quality at a medium price the main talking point.

THE CUSTOMER IS SUSPICIOUS OF PRICE QUOTATIONS

"There is a big and timely merchandising idea behind our effort that we think is going to have a constructive influence on the entire selling operation. There is nothing so very remarkable about this general turning toward price when you come to think of it. I read in PRINTERS' INK not long ago the statement of a department store buyer that the retail trade had become 'soured' or something to that effect. This is true. People have become suspicious that they are being overcharged no matter what may be the price quoted them. Jobbers and retailers alike have used the price appeal to gain back the confidence of their customers with the net result that they have got themselves into a sorry mess.

"It is not up to me to preach, but it is my earnest conviction that the whole price campaign has been based on false premises. It is my idea that quality goods sold at a medium price, with the selling emphasis placed on quality rather than price, will be gladly accepted at this juncture by the ultimate consumer. The ultimate consumer is bewildered as well as the jobber and the retailer. So great has been the emphasis on price that she hesitates to buy quality merchandise, fearing she will be called

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upon to pay a fancy or an exorbitant figure for it. Get her away from this idea, show her in a concrete way that the opposite is the case, and you have done a service not only for people who have things to sell but for her, the buyer."

The Jack Sprat line of food products, mentioned by Mr. Sieg as being the central feature of the company's anti-price selling effort, is not, to use Mr. Sieg's words again, "the highest or fanciest quality that can be obtained but is along the lines of an extra standard value."

The cooking schools through which the Western Grocer Mills is popularizing its Jack Sprat label form the central feature of a merchandising campaign that involves local newspaper advertising and a full line of window trims and other display helps.

The cooking schools are in charge of a woman graduate of an Eastern university who is thoroughly trained in the chemistry of foods. She works in towns of 5,000 or over. Her plan, which is carried on with the co-operation of the local newspaper, involves the use of a hall for a week's session.

Afternoon and evening sessions of the school are held and a general line of instruction in cooking and baking is given. The event is well advertised through the newspapers and personal invitations are sent out through the grocers.

At Albert Lea, Minn., three weeks ago the instructor had an average attendance of 1,300 during the six-day period of the school.

The course is general and takes in every detail of preparing and serving meals. It involves matter relating to food values. In fact it is a complete course in dietetics as taught by a domestic science school although necessarily in an abridged form.

Jack Sprat foods are brought in only incidentally and indirectly. At some of the lectures and demonstrations Jack Sprat foods are not mentioned by name at all. But care is taken to have various packages of the food products

placed about the tables so the women in attendance can see them as the instructor prepares the various dishes.

While the school is in progress the grocers in the town handling the line make use of the special window displays supplied by the company and are encouraged to use local advertising to tie up their stores with the big event.

With each purchase of Jack Sprat package goods the customer gets a coupon worth 2½ cents to apply on an aluminum spice set, which consists of six receptacles for spices. A customer returning 100 coupons can get the spice set without charge.

The whole proposition is one of uniting direct and indirect advertising in a most effective way. In every place where one of the cooking schools has been held there has developed an immediate call for a full line of Jack Sprat food products.

Connecticut May Enact Model Statute

A hearing will be held on a bill to prevent untrue and misleading advertising at Hartford, Conn., in the State Capitol on February 15. This bill which was recently introduced in the Connecticut legislature, is the PRINTERS' INK Model Statute and was proposed by PRINTERS' INK in 1911 as the vital weapon in the fight against fraudulent advertising that was started by PRINTERS' INK. It is now the law in twenty-two States. It was introduced in the Connecticut legislature by Representative Howard P. Dunham of Wethersfield.

Hudnut and Sanitol Accounts for Newell-Emmett Co.

The advertising accounts of Richard Hudnut, perfumes and toilet preparations, New York, and of the Sanitol Chemical Laboratory Company, dentifrices and other toilet preparations, of St. Louis and New York, have been placed with the Newell-Emmett Co., Inc., New York.

Metropolitan Life Merges Publicity Divisions

The publication division of the Metropolitan Life Insurance Company, New York, has been merged with the publicity division which is under the supervision of Robert Lynn Cox, second vice-president, who directs the company's advertising.

Three New Accounts for Philadelphia Agency

The Nelson Valve Company, manufacturer of bronze, iron and steel valves; the Mentopine Company, cough drop manufacturer, and the F. J. Stokes Machine Company, all of Philadelphia, have placed their accounts with H. Arthur Engleman, advertising agent of that city. Business papers and direct-mail advertising will be used for the last-mentioned account.

Join "Town Topics" Advertising Staff

G. Torrance Stephenson has been appointed London advertising representative of *Town Topics*, New York. Mrs. A. Viveca Mattox has been made New England advertising representative and J. J. Stromyer has joined the New York staff of that publication.

William McCormick Dies

William McCormick, publisher of the Reading, Pa., *News-Times* and *Herald-Telegram* died in that city February 11 at the age of 56. Mr. McCormick was the author of several volumes on the training of boys and was considered an authority on the subject.

Publisher Gives Fund for Journalism Scholarship

Richard H. Waldo, publisher of *Hearts' International* has made provision for a scholarship in the Medill School of Journalism of Northwestern University, Chicago, for the next ten years. The scholarship will begin with the current semester. Walter Dill Scott, president of Northwestern, has announced that the scholarship would be known as the Richard H. Waldo Scholarship.

W. L. Roberts with "Physical Culture"

William Lloyd Roberts, recently with the James Advertising Agency, New York, has joined the advertising staff of *Physical Culture*. Mr. Roberts, who formerly managed the food department of the *New York Globe*, will direct the food department of *Physical Culture*.

G. F. Wunder Joins Frank Presbrey Company

George F. Wunder, formerly advertising manager of the Atlas Portland Cement Company, New York, has joined the Frank Presbrey Company, New York advertising agency.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Castoria Business Purchased by Household Products, Inc.

A COMPANY organized under the laws of Delaware, and called Household Products, Inc., has just been formed to acquire the entire capital stock of The Centaur Company, of New York, maker of Fletcher's Castoria.

In an announcement of the formation of the new company, A. H. Diebold, president, says that the capital stock of Household Products, Inc., will consist of 500,000 shares of one class only, there being no preferred stock. Of the issue, 125,000 shares have been purchased by Sterling Products, Inc., of Wheeling, W. Va., maker of Cascarets, and 100,000 shares are being purchased by the interests associated with the bankers, and Sterling Products, Inc. The management of Sterling Products, Inc., assumes the management of Household Products, Inc., the directors of which will include H. F. Behrens, A. H. Diebold, W. E. Weiss, of Sterling Products, Inc.; F. A. Blair, president of the Proprietary Association; John W. Prentiss, of Hornblower & Weeks; James B. Bell, of Bell & Beckwith; and Elisha Walker, of Blair & Co., Inc.

The business of The Centaur Company was established in 1872, by Charles H. Fletcher, who purchased the prescription for Castoria from a New York physician, Dr. Samuel Pitcher. The company was incorporated in 1877. Associated with Mr. Fletcher were his three sons-in-law, George H. Edwards, Charles H. Camp and W. Bryant. Mr. Fletcher died in April, 1922, and the business was continued by his sons-in-law, with Mr. Edwards as president.

In the statement announcing the formation of Household Products, Inc., Mr. Diebold says:

"Charles H. Fletcher's Castoria has been steadily advertised for about 45 years, newspapers, posters, signs on buildings and other forms of publicity having been

utilized for this purpose. Over \$6,500,000 has been expended in advertising in the United States and Canada in the last 13 years, 1910-1922. There has been built up an enormous value for the trade name and good-will."

SALES AND EARNINGS

The statement describes the output and earnings of the company as follows:

"The product is put up in bottles of one size only. Shipments over a period of years compare as follows: 1910, 11,688,884 bottles; 1914, 12,657,744 bottles; 1918, 18,701,136 bottles; 1922, 20,778,192 bottles.

"The output has thus shown a substantial growth from 11,688,884 bottles in 1910 to 20,778,192 bottles in 1922, an increase of over 80 per cent. Sales have shown exceptional stability during periods when general business has been unsettled.

"The net profits of the business after deducting all expenses, including depreciation and New York State taxes, based on the report by Messrs. Price, Waterhouse & Co., have been as follows:

Year Ended Dec. 31	Before Federal Taxes	After Federal Taxes (ACTUAL)
1918.....	\$2,315,607	\$1,025,591
1919.....	2,411,786	1,376,579
1920.....	2,314,665	1,454,665
1921.....	1,730,603	1,150,603
1922.....	2,187,769	1,903,504

"The net profits for the above five years, after Federal taxes adjusted to the basis of 1922 rates, averaged \$1,918,075 per annum.

"Cash distributions, equivalent to dividends, have been regularly made in each of the last 10 years, 1913 to 1922, inclusive, such distributions averaging over \$1,400,000 per year. The new management expects to pay dividends on the new stock at the annual rate of \$3 per share in the near future.

"The current business is excellent. The sales in January, 1923, were 15 per cent in excess of those for the month of January, 1922, and from all present indications the current year should be a very successful one."



THE News rate card carries every concession which even the most powerful advertiser can secure. Position is sold on a definite rate basis. The service of the merchandising department is available alike to all advertisers. There has never been a time in the history of The News when all local and national contracts could not be laid on the table before any interested person. Rigid censorship keeps the advertising columns clean, at a loss of hundreds of thousands of lines revenue annually, but insures the reputable advertiser of good company. At the same time the virile, independent policy of the editorial department, acknowledging no subservience to any class, creed or influence and fighting only for the welfare of the community, has built a reader loyalty, which while not expressed in the advertising rate, is amply reflected in the superior results accorded News advertisers.

The Indianapolis News

FRANK T. CARROLL, *Advertising Manager*

New York Office
DAN A. CARROLL
150 Nassau St.

Chicago Office
J. E. LUTZ
The Tower Bldg.

You Can Now Sell To a Million and a Half Through THE HOUSEHOLD

—Every year or over a period of a few years some publication in every class of media makes surprising headway in circulation and lineage increases.

This Year It Is the Household

—On the very merits of the field it covers so thoroughly — on the producing power of the publication itself — and on its value as the *Key Medium* of the small town market, **HOUSEHOLD** is making tremendous strides in advertising lineage and in consideration of advertisers who are looking for market expansion.

More Than 30 Per Cent. Increase

—During the first three months of 1923 **HOUSEHOLD MAGAZINE** has carried more than 30 per cent. more lineage than it carried during the same months of 1922. Already we have scheduled more than twice as much business as was scheduled last year.

—For the first time it is possible to take your advertising message to the small town mass market with full color display.

AR

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w Say It With Color

Half Small Town Buyers of Your Merchandise

HOUSEHOLD MAGAZINE

—Arthur Capper, through THE HOUSEHOLD MAGAZINE has made it possible for advertisers to accomplish really effective merchandising in the small town market by presenting a medium of established result-producing reputation, with the volume of circulation necessary to create mass sales—giving it the mechanical appearance many advertisers deem essential to the successful advertising of their product.

—In addition, HOUSEHOLD MAGAZINE offers advertisers interested in cultivating the small town market a really effective merchandising plan to bolster up and strengthen their distribution and sales in this territory.

—You can reach a million and a half homes with a page of advertising printed in four colors at a cost of ½c. per family.

• *The* HOUSEHOLD

Topeka, Kansas

ARTHUR CAPPER, Publisher LAILAH J. COOPER, Adv. Mgr.

Advertising Headquarters
109 No. Dearborn Street
Chicago, Ill.

Eastern Office
120 West 42nd Street
New York City

B. P. Bartlett, Special Representative

Try it out in Representative Milwaukee

32% MORE MEN

are now employed in Milwaukee Industries than at the beginning of 1922. Prosperous Milwaukee is *more* prosperous than before.

1923 will pay national advertisers who *sell* Milwaukee-Wisconsin quickly, thoroughly and economically through advertising in the Journal's

ROTOGRAVURE

Picture Section. In Wisconsin, The Sunday Journal is the *only* newspaper that can Rotogravure your sales messages to a half-million Wisconsin buyers.

Forms close 18 days previous to publication

The Milwaukee
JOURNAL
FIRST - by Merit

"As Milwaukee Buys — The Nation Buys!"

What Have Banks to Sell?

Whether It Is Located in the City or Country the Bank Has a Selling Problem That Advertising Will Help Solve

By J. H. Puelicher

President, American Bankers Association

ADVERTISING is as definite a function of banking as it is of merchandising. Banking is merchandising. The bank has just as clearly defined a selling problem to meet as has the manufacturer and distributor of any article of commerce.

The bank deals in two basic products. They are bank credit and bank service. They are both as fundamentally necessary to the whole national industrial and commercial structure as is iron or steel or coal.

Bank credit and bank service are produced in various forms. There is commercial credit and investment credit, there are loans, discounts, acceptances—there is an almost infinite variety of the forms in which the basic product, credit, is prepared for the use of business, just as iron and steel are fashioned in many shapes for the use of industry. Similarly, as investment advice, as safekeeping of deposited funds, in fiscal or fiduciary relationships, the basic product, bank service, is supplied to the public in many forms to meet specific circumstances.

These basic products of banking are distributed under many diverse conditions. Their markets differ from day to day and from place to place. The law of supply and demand and the effects of competition prevail in their markets.

These facts make bank advertising inevitable—they make it essential that every banker know his particular market, that he fit his product to that market and then bring the two together. There is only one way to do that. The only way is advertising.

There is, therefore, nothing intangible about the problem of bank advertising.

Every banker who gives his

thought to this phase of his business readily discerns the concrete requirements of his case.

If his bank is in a predominantly agricultural community, it is at once obvious that his market for bank credit and bank service is to be found in the needs of the farmers for financial assistance and for counsel in making and distributing their products.

The country banker, therefore, must know exactly under what conditions the farmer works—what his cycle of production is, what sort of advice he needs, what amount of credit he needs, and at what time and for what period he needs it. The country banker must build his business to render service and supply credit in the form that will best meet these conditions. He must then let the people of his community know that his products of bank service and bank credit are best suited to their needs. That is advertising. That is merchandising.

Thus we see, as an illustration, a country bank reflecting the life of its environment in the following message:

Don't Be RUSHED OFF YOUR FEET
We are all in high spirits. Cotton is bringing around 25c per pound. Cottonseed \$45.00 to \$50.00 per ton. Cotton crop fair. Money pouring into the banks. Deposits growing.

There is danger of our becoming temporarily intoxicated over these changed conditions. We believe that good times are here. We can help to make them continue.

Don't overlook the big feed bills to be paid later on. George H. Bell, president of the Bankers' Association, from figures secured from authorities, states that Sixty Million Dollars will have to go out of the State to pay for feed bills. Have this in mind in making your plans.

Now is the time for conservatism.

RESOURCES MORE THAN SEVEN MILLION DOLLARS

We will be glad to serve you.

That advertising is vital because it comes to grips with realities,

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and because it gears the bank into the community life of the people round about it.

The same principle applies in the case of a banker in an industrial centre. He must be accurately informed as to the conditions under which the manufacturers of his community work, what sort of banking they require—and then let them know that he is doing that kind of banking. This is illustrated by the following:

STOVE AND RANGE MARKET

St. Louis is not only the largest market for stoves and ranges, but also has the largest individual plant devoted to their manufacture.

The Mercantile Trust Company, through its nine specialized departments, serves many of the big enterprises which are contributing to the growth of St. Louis and in addition serves a host of banks, firms and individuals from outside the city, who appreciate having their St. Louis business interests handled promptly and efficiently.

I cite these advertisements because of the close union that they show exists between banking and the particular business life of its surroundings.

There is no type of banking, whether it be commercial, savings, trust, or investment, but it thus has specialized products to sell and particular markets to develop, and it must use advertising in accordance therewith to accomplish its true aims.

This is true of small banks and large banks. The small bank can render its full economic function in its community only by making itself well known and better understood in terms of local conditions and needs. The great metropolitan banks are national wholesalers of credit. By them credit is distributed to the ultimate consumer of credit, who is the producer of goods, through correspondent relations with many country banks or by direct relations with concerns that have grown beyond the credit powers of local banking. These great banks, therefore, can attain their full development only through nationwide advertising.

This conception was embodied in the following advertisement of a great New York bank:

UNITY OF AMERICAN BANKING

The basic strength of our financial structure rests in the thousands of local banks which constitute the first line of American banking. Such a bank is a bond or union between its own community and world markets. It provides a safe and orderly process for collections and payments, whether local, national or international. It has access to national credit resources requisite for local needs and in turn merges the surplus of its community into the national pool of capital.

By the very nature of its purpose your bank is vitally interested in and essential to your financial welfare. Its success depends on yours; your problems are the problems of your bank. It understands your business—its needs and opportunities.

The collective power of these local banks focuses in another sort of bank which serves the country as a whole, supplementing rather than competing with local banks. The _____ Bank of _____ in New York, an example of such a bank, operates on a worldwide basis, maintaining relations with the great banks of foreign countries and representing local banks in matters outside of their fields.

By reason of its vast resources this bank of national scope is, able to serve those great industries whose credit needs are beyond the legal loaning capacity of local banks.

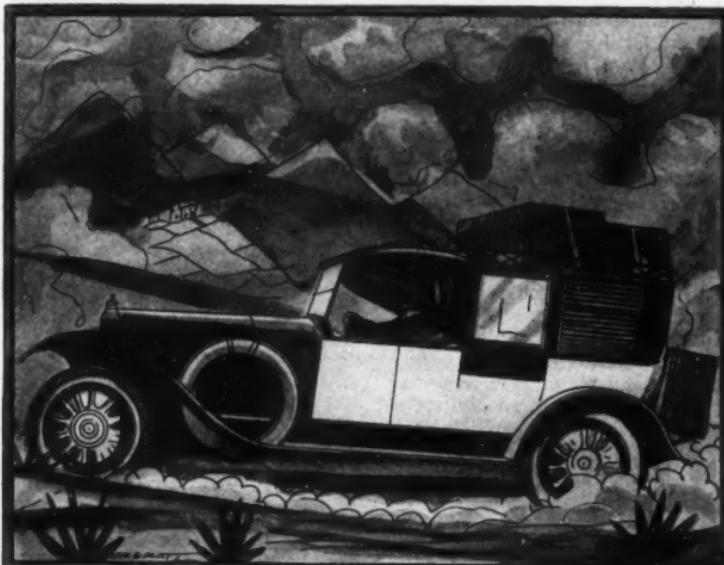
Thus, American banking constitutes a finely balanced, highly efficient machine adequate to the needs of business, whether large or small, national or international.

This picture of banking as revealed in the foregoing citations shows how closely it is related to agriculture, industry and commerce in all their phases. It demonstrates how identical its business is with other types of merchandising—how the methods and principles that apply in them apply equally in banking—that is, to know what people want, to be ready to give it to them, and then let them know you are ready.

Yet, obvious as this is now, it was not always a fact that banking was recognized as a red-blooded business to be developed by regular business methods. There was, not so many years ago, a silk-hat attitude about banking, and advertising seemed to be considered beneath its dignity. A bank in those days might run a non-committal card bearing its name and address, but it gave absolutely no instructive information to business about itself by means of advertising.

The general adoption of con-

MOTORS



© Vanity Fair

THE motor section of *Vanity Fair* is conducted with the tastes and preferences of well-to-do people ever in mind. Not only the finest specimens of American invention and design, but the newest departures in European coach-work and mechanism are discussed by experts and pictured by artists in each issue. As a commentary on the responsiveness of the *Vanity Fair* market, this magazine carried in 1922, in 1921, and in 1920, more advertisers of cars priced at \$3000 and over than any other magazine—monthly or weekly.

VANITY FAIR
One of the CONDÉ NAST GROUP

Feb. 15, 1923

structive advertising by banks has not reduced their dignity one whit. Rather it has brought a new dignity to banking in that it has revealed the true working part it plays in the useful business life of the nation.

If banks had advertised from the beginning and had been more frank in letting the public know from the start just what they do, there would not have been the mystery about them that demagogue politicians for their own ends have, at times, been able to fan into distrust. There would not have been about banks that apparent aloofness from the work-a-day life of the nation that preachers of discontent have, at times, been able to distort into the evidence of a parasitic existence.

Advertising has given to banking the new dignity that comes through being recognized as a real and understood and an indispensable working element in the business life of the nation.

More than that, the clear statement of the specialized products of credit and service banks have to offer, as expressed in their advertising, has brought to the banks themselves a more definite consciousness of their business and public responsibilities and necessarily a greater degree of preparation to live up to these obligations. One who advertises his wares puts himself on record and he must keep himself able to deliver. Good advertising is an invigorating force for any line of business and it has been incalculably beneficial to banking.

Cleaning Powder Plans Newspaper Campaign

A newspaper advertising campaign which will begin in New England and gradually be extended until it becomes national, will be conducted by the Silverase Sales Company, Boston, manufacturer of "Silverase," a silver cleaning powder. This campaign will be directed by The Spencer-Lay Company, Inc., advertising agency of New York.

Joins Rothschild Associates

Susan Meade Muller has joined James H. Rothschild and Associates, New York.

Brick Association Has Advertising Discussion

The Common Brick Manufacturers' Association of America held its fifth annual meeting at Cleveland last week. Among the speakers at the convention were Charles C. Parlin, of the Curtis Publishing Company, Philadelphia, and Ernest C. Roberts, of the Cleveland Builders' Supply and Brick Company. Mr. Roberts spoke on the subject of local advertising campaigns.

An educational advertising campaign to create a greater demand for common brick was presented for consideration.

B. F. Lawrence, General Manager, Star League of Indiana

B. F. Lawrence has been appointed general manager of the Star League of Indiana, which comprises the Indianapolis *Star*, the Muncie *Star* and the Terre Haute *Star*. *PRINTERS' INK* is informed by John C. Shaffer, president of the Star Publishing Company. Mr. Lawrence has been with the Indianapolis *Star* for eighteen years, the last eleven of which he has been business manager.

O. H. Carrington with "Hearst's International"

Richard H. Waldo, publisher of *Hearst's International*, New York, has appointed O. H. Carrington as Eastern advertising manager. For the last nineteen years Mr. Carrington had been with *Metropolitan Magazine*, of which he was advertising manager.

Lloyd R. Wasson, formerly with *McClure's Magazine* and, more recently, with the Butterick Publishing Company, New York, has joined the Eastern advertising staff of *Hearst's International*.

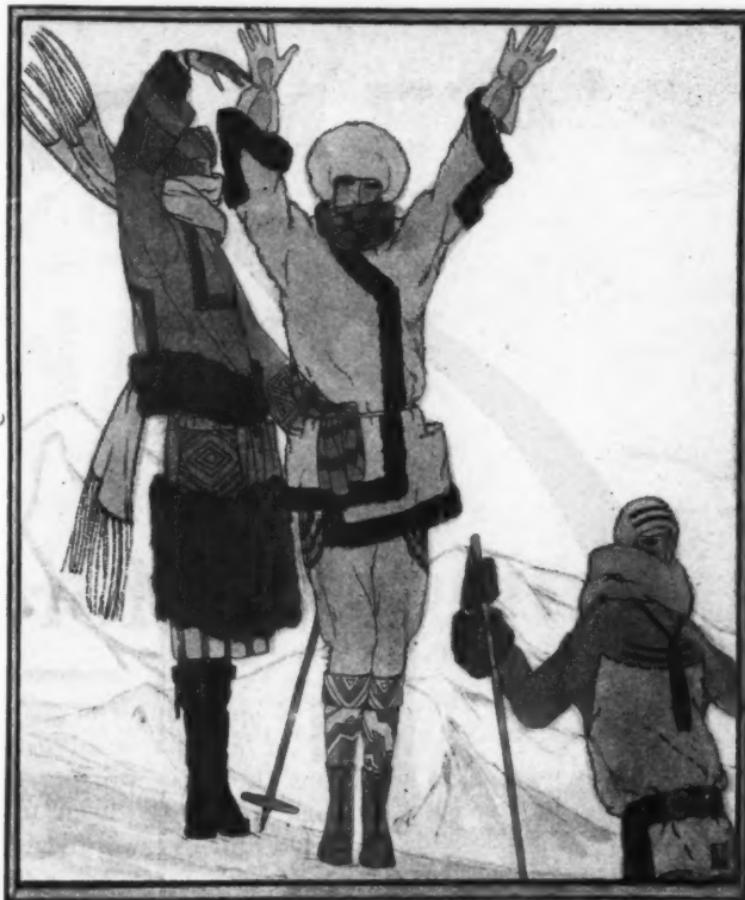
W. B. Cowen Withdraws from Cowen Agency

William B. Cowen, president of the Cowen Company, Inc., New York advertising agency, has retired from business and the agency has been reorganized and incorporated under the name of the Cowen Advertising Company, Inc.

Fred Blauvelt is president of the new organization and Rhay T. Snodgrass, recently president and treasurer of Snodgrass & Gayness, Inc., is vice-president.

F. X. Trimbach with Plough Chemical Co.

F. X. Trimbach has been appointed advertising manager of the Plough Chemical Co., Memphis, Tenn., maker of beauty preparations and toilet requisites. He was until recently connected with the International Proprieties Inc., Atlanta, Ga.



*A group of fashionable Parisiennes sketched at
St. Moritz by a staff artist of Harper's Bazar*

AS Society takes its swift flight with the changing seasons from one fashionable resort to another, Harper's Bazar sends its editors and its artists to report what Society is doing, to sketch what it is wearing. During the past year, Harper's Bazar has been represented

On the Continent
at St. Moritz, Monte Carlo, Cannes, Biarritz,
Deauville, Venice

In America
At Palm Beach, Lake Placid, White Sulphur,
Virginia Hot Springs, Newport, Southampton

Harper's Bazar



IN spreading the gospel of farm paper advertising, the word "prosperity" has frequently been misused and overworked.

As a matter of fact it is the *stability* of an industry rather than its prosperity of the moment that gives it high rank in the world of commerce.

Although the farming industry throughout the country has not been noted for its stability, the farmers of New York State have stability mainly be-

Dairymen's *league* NEWS

about stability

cause they have co-operative marketing associations to merchandise their products on a modern business basis.

Co-operative marketing assures the farmer members a steady and advantageous return on their products. It gives them stability that should be of interest to you.

It opens up a market for your goods that will maintain an even balance from year to year.

You can reach this market through the advertis-

ing pages of the Dairy-men's League News.

The News is read by more than 100,000 farmers who have had the vision to get behind the co-operative marketing movement.

It presents an exceptional advertising medium for the products farmers buy.

Dairymen's League News
Utica, N. Y.

Phone—Utica 6700

NEW YORK: 119 West 41st St.
Phone—Bryant 3463

CHICAGO: 608 Otis Building
Phone—Franklin 1429

—“magazine advertising will force national distribution.”

“You can blanket the country cheapest through magazine advertising and then, on the strength of it, induce the trade to stock up.”

“Advertise in magazines and let your dealers advertise in Newspapers.”

Why the bunk? Only a comparatively few campaigns have sufficient distribution to justify a heavy schedule in national magazines. A fair number can justify a light schedule.

The principles of marketing, including advertising, are simple. Advertise where you have goods for sale and where you can sell them at a profit.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency
Established 1888
Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Selling a New Product in Competitive Field with Terse Copy

After Sixty Years of Packing Fish for Others, William Underwood & Co. Enter Market with Own Brand of Codfish Cakes

ALTHOUGH William Underwood & Co., Boston, have been packing fish for sixty years they have sold only one line, Underwood's Sardines, under their own name, packing the remainder of their fish products for other companies to be sold under private brands. In the meantime the company has built up, through advertising, an enviable reputation with deviled meats, Underwood's Deviled Ham, with the Red Devil trade-mark, being the leader.

Last year it decided to go into the packed fish field and chose Underwood's Simplifry Codfish Cakes as the entering wedge. This product is a canned codfish which is ready for cooking, the housekeeper needing only to take it from the can and fashion it into cakes.

In adding this product to its line, the company was up against more or less stiff competition from other packers who had been in the field for some time. After a study of its problem the company decided that it could take its place in the market by the use of the proper distribution plan backed up by aggressive advertising.

At first the new product was tried out in a few cities. As soon as distribution warranted advertising the company backed up its dealers by frequent use of small space. To date the company has distribution in some thirty cities — and in each of these cities is running its advertising on a three-times-a-week schedule. Although the space is not large, the campaign is showing results because of the individuality of the copy and the consistency of the advertising. There is nothing sporadic about the advertising. It is being run on a straight three-times-a-week schedule on yearly contracts, thus giving the dealer a

real backing in his efforts to sell codfish cakes.

The kind of copy to be used is of great importance in a campaign of this kind, and after some study the company decided on a definite style to be followed.

Each advertisement carries a

Handy!

No waste of time or work. Nothing to do but shape into six big cakes and fry. Old New England's favorite dish, filled with the savory tang of thesea.

Underwood's "Simplifry" Codfish Cakes



COPY THAT IS WINNING NEW MARKETS

border running around three sides. The border represents a rope so coiled that it gives a suggestion of action. At the bottom, completing the fourth side, is a small black-and-white picture of some sea scene. A fishing boat, a lighthouse, an anchor, the deck of a ship; these are some of the subjects chosen, and each one carries with it the tang of the sea.

Each advertisement has a single

word headline. Some of these are "Sizzling!" "Quick!" "Handy!" "Easy!" and "Delicious!" The copy is short and to the point, usually a short description of the product and of the ease with which it can be prepared. In some advertisements the can is shown.

All the advertisements have a certain dynamic quality and an absolute individuality which makes them stand out.

The company has demonstrated in its campaign so far—it has run for a little over four months—that this kind of copy, backed by a consistent and aggressive policy of frequent insertions, will win new markets for its product. Of particular significance to the manufacturer in other fields is the idea of consistent and unremitting effort, which means liberal backing for the dealer, and the careful choice of an individual style for the copy.

James O'Shaughnessy Speaks on Country Newspapers

James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, addressed the Iowa State Press Association at Des Moines, Ia., on February 9, and the Missouri State Press Association at St. Louis on February 10. At both of these meetings Mr. O'Shaughnessy spoke on the "Problem of the Country Weekly Newspaper with Regard to National Advertising." He declared in his addresses that the direction of the growth of wide campaigns was in the path of the country weekly newspapers. Big advertising appropriations, he said, would not become much bigger until it becomes possible for such advertisers to make a widespread use of country weekly newspapers.

Bedding Manufacturers Consider Advertising

The name of the National Association of Bedding Manufacturers has been changed to that of the National Bedding Alliance. Members of the alliance at a convention just closed at Chicago gave consideration to a plan for national advertising, the details of which have not been fully worked out.

Cleveland Hardware Company Appoints A. A. Gay

A. A. Gay has been appointed secretary and general manager of sales of The Cleveland Hardware Company, Cleveland, O.

Court Puts O. K. on Trading Stamp

The Kentucky Court of Appeals, has handed down a decision that the Anti-Trading Stamp Act of the 1922 State Legislature is unconstitutional. Suits to test the legality of the act were brought by the United Cigar Stores, Sperry & Hutchinson, and the Stewart Dry Goods Company. The court said, in part: "When it is sought, as in this case, not only to regulate but to prohibit absolutely a particular business, the act cannot be sustained, if it appears that all of the reasons assigned for the exercise of the power are merely fanciful, and such that if the doctrine be carried to its logical extent, no business could be free from legislative interference."

Wisconsin Newspaper Advertising Managers Organize

The Newspaper Advertising Managers of Wisconsin, a new association, was recently organized at Madison, Wis. Fourteen daily newspapers of the State are represented in the charter membership.

Officers of the new organization are: Thos. J. Murphy, Janesville *Gazette*, president; E. J. Usher, Madison *Wisconsin State Journal*, vice-president, and D. S. Greig, La Crosse *Tribune and Leader-Press*, secretary-treasurer.

Joins Chicago Office of McFadden Publications

C. N. Eckhardt has joined the Chicago office of McFadden Publications, Inc., where he will be with the sales staff of *Beautiful Womanhood* and *National Brain Power*. Mr. Eckhardt was formerly with Erwin, Wasey & Company and has most recently been in the space department of the McJunkin Advertising Company, Chicago.

Associated Clubs Honor W. T. Mullally

William T. Mullally, president of Wm. T. Mullally, Inc., advertising agency, New York, has been appointed by Lou E. Holland, president of the Associated Advertising Clubs of the World, to serve as a representative of advertising on the auxiliary board of governors of the Arbitration Society of America.

"Farm and Home" Adds to Chicago Staff

H. F. Willson, who has been with the Chicago office of the Kansas City *Star*, daily and weekly, has joined the Chicago office of *Farm and Home* and *New England Homestead*, published by the Phelps Publishing Company, Springfield, Mass.

Quality Entertainment— Plus Genuine Service

There is only one magazine that both sells for as much as 35c and has more than 1,000,000 circulation. It is *Cosmopolitan*. Fine entertainment that attracts a quality audience into the quantity field.

—but there is something else—*service*.

Of *Cosmopolitan's* Motoring Service they are asking, "What car shall I buy?" "What is my old car worth?"

Of *Cosmopolitan's* Educational Department they are asking, "To what school shall I send my child?"

Of *Cosmopolitan's* Travel Service they are asking, "Where shall I go for a vacation this winter?"

Reader responsiveness—that's why advertising in *Cosmopolitan* brings results.



W. S. BIRD
Eastern Sales Manager

A. C. G. HAMMESFAHR
Business Manager

J. J. BARNETT
Western Sales Manager

How New Uses Are Found and Advertised

What Fifty Manufacturers Are Doing to Broaden Their Markets

WASHBURN-CROSBY CO.
GOLD MEDAL PRODUCTS
MINNEAPOLIS, MINN.

Editor of PRINTERS' INK:

I should appreciate it very much if you will send me a bibliography of articles that have appeared in PRINTERS' INK dealing with methods that have been followed in finding new uses for products.

WASHBURN-CROSBY COMPANY,
EMIL HOFSOOS.

EXPLAINING the proper use of a product and suggesting new uses is now accepted as one of the most important of advertising's basic principles. The procedure is applied to even the most commonplace of merchandise. Three-in-One oil, with its dictionary of uses, is a conspicuous example. Of course, use-advertising is encountered most frequently in the food line.

Nevertheless, hundreds of manufacturers in other fields have found that new-use advertising furnishes the vitalizing element needed to give their old campaign a new lease on life. Others have been able greatly to simplify the introduction of new merchandise by advertising a variety of uses.

Furthermore, some businesses have been practically revolutionized through the use of this type of copy. In other cases, market limitations of years' duration were broken down through use advertising.

Two fundamental problems which arise in this connection are: First, how to find the new use, and, second, how to merchandise it when it is discovered. Fifty answers to both questions are given in the appended list of references.—[Ed. PRINTERS' INK.]

(*Printers' Ink Monthly*)

Selling a "New Use" in an Unusual Way (How Arthur Beir & Co., Inc., increased their market for silk and cotton fabrics which are used for linings); March, 1922; page 34.

Finding New Markets for Old Products (Transplanting commodities to new field); April, 1922; page 17.

Fighting the Saturation Specter by Developing an Auxiliary Use for the Product (The Homer Furnace Co. advertises a new use for its product); June, 1922; page 94.

"How to Use"—Advertising's Most Vital Fundamental; August, 1922; page 29.

Expanding a Business After It Has Stopped Growing (New and attractive uses have lifted ribbon industry over its consumption dead line); April, 1921; page 31.

This Sample Finds New Uses and New Prospects (The Radium Luminous Material Corp.); April, 1921; page 98.

When Customers Take You for Granted (Slips enclosed with telegrams suggest new uses of the telegraph to business men); May, 1921; page 25.

How Much Is a New Use for Your Product Worth? (The Narrow Fabric Co.); June, 1921; page 84.

Letters from Farmers Make Effective Sales Arguments (Letters were published in booklet form, told how tools were used in various jobs); August, 1921; page 37.

Inventing Ways to Use Product Makes Sales Jump (I. B. Kleinert Rubber Co.); September, 1921; page 50.

Selling the Basic Material Plus an Idea (The experimental laboratory of the American Sugar Refining Co. finds new uses for sugar for their customers); October, 1921; page 39.

How to Advertise New Uses for the Product (Alpha Portland Cement Co.); January, 1920; page 16.

Still-Life Backgrounds Suggest Wide Uses for Alarm Clocks (Western Clock Co.); October, 1920; page 23.

(PRINTERS' INK)
Getting Home Use for an Expert's Product (Walworth Mfg. Co.); January 4, 1923; page 69.

A Food Product That Is Sprinkling Its Way to Greater Sales Volume (The Hills Bros. Co.—Dromedary Cocoanut); September 21, 1922; page 81.

Is It Better to Feature a Few Important Uses for a Product or Many Uses? (Russia Cement Co. charts uses for LePage's Glue); September 7, 1922; page 85.

Markets Are No Bigger Than Advertisers' Imagination (Harley-Davidson Motor Co.'s campaign tells farmers to use motorcycles for auxiliary uses); August 31, 1922; page 17.

Plate Glass Manufacturers Advertise Jointly to Extend Market (New uses in home and office exploited by the Plate Glass Manufacturers of America); August 10, 1922; page 129.

Profit in Teaching One Hundred Million People to Know Lead (National Lead Co.); June 15, 1922; page 89.

Finding New Arguments for Conventional Products; May 4, 1922; page 161.

Frostilla Becomes an Advertiser to



Automobile Show Advertising in Minneapolis newspapers again confirms the superior worth of Journal circulation. For the twenty-first consecutive show issue The Journal led the Tribune in automotive advertising, for the 1923 Minneapolis show by more than 12,000 lines.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

Feb. 15, 1923

\$87,000,000 TO BUILD A B



St. Louis **Globe**

F. St. J. Richards
NEW YORK

Dorland Agency, Ltd., LONDON

Guy S. Osborn
CHICAGO

B
J.

A BIGGER, FINER ST. LOUIS

—Write a new chapter in St. Louis history, beginning with last Friday—February 9, 1923.

On that day St. Louis voted an \$87,000,000 Bond Issue for the most elaborate city improvement program ever undertaken here—perhaps anywhere.

Look over the items below, and visualize the scope of this plan, which will make St. Louis the center of tremendous building and mercantile activity, beginning at once.

ST. LOUIS WILL SPEND

- \$8,650,000 for Street Widening.
- 5,800,000 for Repaving Streets.
- 2,600,000 for a Union Station Plaza.
- 8,000,000 for Electric Street Lighting.
- 4,000,000 for New Court House.
- 8,000,000 for Improvement of Sewers.
- 11,000,000 for River Des Peres Reclamation.
- 3,800,000 for Parks and Playgrounds.
- 400,000 for an Aquarium.
- 1,000,000 for Municipal Heating and Mechanical Building.
- 4,500,000 for Hospitals and Institutions.
- 5,000,000 for Municipal Auditorium.
- 6,000,000 for Memorial Plaza and Building.
- 772,500 for Motorizing Fire Department.
- 1,800,000 for Grade Crossings and Viaducts.
- 1,500,000 for Municipal Bridge
(Southern Approach).
- 1,500,000 for Municipal Bridge
(East Side Approach).
- 1,250,000 for New Public Markets.
- 12,500,000 for New Water Works.

This means an immediate market for building material. It means an immediately increased flow of money in St. Louis. It means a salary and wage scale which will give St. Louisans a greatly increased spending power. It means a centralized outlet for merchandise of all kinds.

It means increased influence for advertising in St. Louis' Largest Daily.

The Democrat

J. R. Scolaro
DETROIT

C. George Krogness
SAN FRANCISCO

Associated American Newspapers, PARIS

Lengthen Buying Season; March 9, 1922; page 65.

Gold Dust's "28 Uses" Lead the Way to Wider Markets; March 2, 1922; page 3.

A Service Campaign That Finds New Uses and Eliminates Waste (Osborn Mfg. Co.); February 9, 1922; page 89.

Advertising to Teach Us What Our Ancestors Knew about Honey (Hoffman and Hauck revive the forgotten uses for an old-time food product); January 12, 1922; page 93.

"New Uses" Vitalize Drowsy Products; December 22, 1921; page 143.

Dig for New Uses of the Product; December 15, 1921; page 52.

Squeezing New Use Opportunities Dry (Electric Vacuum Cleaner Co.); December 1, 1921; page 57.

Advertising to Steady the Keel of Production (The Cleveland Tractor Co. extends market for tractors); December 1, 1921; page 105.

Building the Contest around the Dealer (Cleveland Metal Products Co.); October 27, 1921; page 129.

How We Are Lifting the Bars from a Restricted Market (Charles Gulden, Inc.); September 22, 1921; page 89.

New Uses Add Big General Market to a Restricted One (Kenwood Mills); September 15, 1921; page 97.

How a Raw Material Can Be Advertised (How the Pacific Lumber Co. uses advertising to locate new uses for redwood); August 18, 1921; page 3.

Bases Big Drive on New Uses Rather Than Low Prices (How Westinghouse armed dealers to combat "buyers' strike" should it extend to electric fans); July 28, 1921; page 17.

Widened Market for the Pineapple Sought by Advertising (The Association of Hawaiian Pineapple Packers); July 28, 1921; page 10.

How a New Use Developed a New Outlet (Fleischmann Company); July 7, 1921; page 17.

Where Are My 1921 Customers Coming From? (There are new markets for old products and for products yet unthought of); January 6, 1921; page 3.

National Advertising to Find Unknown Users (How the Diamond State Fibre Co. is going after new markets); December 9, 1920; page 138.

After 75 Years, Successful Firm Adopts Advertising (Whitall Tatum Co. advertises new uses for hot-water bags); September 2, 1920; page 91.

Fear of Competition Cured by Advertising (How the American Steel Wool Co. found new uses for its products); August 5, 1920; page 146.

Importer Gains Sales by Educational Campaign (A. Magnano & Co.); August 5, 1920; page 41.

Building a Business on Children's Good-Will (Contests used to find out to which uses this company's coasters and wagons were being put—by its boy consumers); July 29, 1920; page 89.

Even Radium Can Be Advertised (Radium Luminous Material Corp.); June 24, 1920; page 25.

Unplanned Markets Await Development (The big field for co-operative advertising lies in exploring new markets, and uses); June 17, 1920; page 185.

When a Business Went Stale by

Taking Too Much for Granted; June 3, 1920; page 161.

Making a Brand of Salt "Different" through Advertising (The Diamond Crystal Salt Co.); May 6, 1920; page 17.

Advertising in New Fields When the Initial Market Grows Smaller (Fleischmann Company exploits new wants for yeast); April 22, 1920; page 3.

Manufacturers' Association Advertises New Uses (Electric Hoist Manufacturers); April 8, 1920; page 19.

What the Final Consumer Can Tell You about Your Product (Getting the salesman to find new uses from the consumer for the product); February 12, 1920; page 25.

The Why of Use-Advertising (Exploiting new uses for old products); November 27, 1919; page 188.

Advertising Uses as a Means of Building Sales (Three-in-One Oil Company); October 9, 1919; page 25.

National Cranberry Advertising to Broaden Use of Product (American Cranberry Exchange); October 2, 1919; page 106.

Subordinates Name of Product, Plays Up New Use (Libby, McNeill & Libby); September 4, 1919; page 17.

Business Is Stunted by Underestimating Sales Possibilities (How sales can be increased by devising new uses for the product); August 14, 1919; page 3.

Things a Mail Seller Must Know about the Broader Uses of His Product; June 26, 1919; page 141.

Use-Advertising Turns Tide; May 15, 1919; page 160.

An Intensified Campaign to Speed Sale of Short-Season Products (General Electric Co.); April 17, 1919; page 82.

Finding the Odd Uses to Which the Product Is Being Put (Columbian Rope Co.); February 5, 1919; page 10.

Starts New Letter Service at Chicago

L. C. Mills and H. E. Gardiner have established a letter service in Chicago under the name Mills & Gardiner. Mr. Mills was with the sales department of the Morton Salt Company, Chicago, for seven years, and Mr. Gardiner had been with the sales promotion department of the Mitchell Motors Company, Racine, Wis.

Berg Publications Appoint H. F. Best

Hilliard F. Best, successively with the New York *World*, the Schenectady, N. Y., *Union-Star*, and the San Francisco *Bulletin*, has been appointed advertising director of the Berg publications—the *Furniture Reporter* and the *Pacific Furniture Trade* of San Francisco.

Joseph Richards Company Appoints Secretary

Miss Elizabeth Banta, assistant treasurer of the Joseph Richards Company, Inc., advertising agency, New York, has been appointed secretary to succeed Basil W. Matthews, resigned. Miss Banta will continue as assistant treasurer.

The Browns' *In-laws* are Visiting Them Next Week



"For the Browns are the real supporters of progress in the arts. They are always the first to take up the new idea. Who had incandescent mantles first? Neither you nor I; but the Browns had them while we walked in darkness. Who first discarded the old musical box and bought the gramophone? Who seized the safety bicycle and made it their own? Who listens to the voice of the inventor crying in the wilderness? Not the cultured and leisured ones of the land, not the literary and scientific, but the Browns, the Cerebos of the earth. They are the people who read the advertisements."

WILLIAM MCFEE in "*Casuals of the Sea.*"

The Browns' *In-laws* are Visiting Them Next Week

NEXT week, for the first time in nearly ten years, the Sedgwicks are coming East, all the way from California.

Ten years ago, father and mother Sedgwick, parents of Elizabeth Sedgwick Brown, saw their only daughter radiantly married; saw her return from her honeymoon and eagerly put her house in order. That mission done, Mr. Sedgwick permitted the call of business to turn their faces to the Golden West.

Now they are actually coming back to visit the little home Mrs. Brown has so enthusiastically described—and to see, for the first time, Douglas and Mary Ann and tiny Sedgwick Brown! Do you wonder that they are eager?—or that the Brown home on Elm Street buzzes and bubbles with anticipation at their coming?

"Does gran'pa Sedgwick really have long white whiskers like his picture?" chirps Mary Ann, as she climbs in and out of a new dress in the making. While Douglas, no less fully a party to the excitement, sports himself before his

mother's pier-glass in all the sudden glory of a new blue suit. And Sedgwick sleeps in the sun parlor while his nursery is being painted.

Such grand days for Mrs. Brown!—Days to prove that she has married well, and that the better things of life are surely coming her way.

And the house bears her inspection well—except the guest-room. That, inspected critically, calls for new twin beds (four-posters, like the old beds at home would be nicest); new linen; a rich old mahogany high-boy and woman's dressing-table; rag rugs; new hangings for the windows.

And Mr. Brown, in spite of the drain upon the family purse, acclaimed the suggestions. Wasn't it his opportunity to prove that he had arrived—to give final substance to a little sales talk he had given father Sedgwick ten years ago?

So the Browns prepare: new clothes for the children; new furniture and re-decorations for the guest-room; and the nursery, domain of Sedgwick Brown, fresh and dainty in its new blue paint and white trimmings.

And what pleasure they will take in the new belongings—and what pride in the testimony they bear to the Browns' strides ahead in the world!

Adventurers in acquisition, the Browns;—people moving upward, eager, aspiring people, always are.

They make the best kind of advertising prospects.

The DESIGNER

THE DESIGNER PUBLISHING COMPANY, INC.
NEW YORK



Poster Advertising to Create New Interest in Horses

A Horseshoe Manufacturer Conducts Campaign to Emphasize New Features of His Product and Emphasize the Value of Horses

THE observer who makes a study of the street life in our cities is apt to believe that the horse, after centuries of faithful service, is in danger of being advertised off the map. To the manufacturer of automobile tires or of garage equipment this would seem to be a happy condition. The manufacturer of horseshoes, however, finds that such an erroneous belief can actually work a great deal of harm to his business.

In 1917 the Neverslip Manufacturing Company was merged with the Bryden Horse Shoe Company in the Manufacturers Iron and Steel Company. The old Neverslip company was one of the early manufacturers of ready-to-wear, non-skid shoes. These were not favorably received by horseshoers whose business was affected by the new invention. They placed obstacles in the way of the company, their opposition being particularly vigorous in New England.



ONE OF THE BRIGHT-COLORED POSTERS APPEARING IN NEW ENGLAND

That the belief is erroneous is shown by the census figures. For instance the 1920 Census shows that there are in the United States 21,472,772 horses and 5,810,641 mules, a total of 27,283,413, an increase of 526,662, or 1 9-10 per cent over 1910. Therefore it becomes necessary for the manufacturer of equipment for horses to take measures to counteract a mistaken impression or suffer a real loss in his business.

With this in mind the Manufacturers Iron and Steel Company, maker of Red Tip Neverslip horseshoes, is advertising by means of a poster campaign to counteract this impression and to announce to the trade a new and improved shoe.

In spite of this opposition the company went ahead employing rather drastic measures, thus further antagonizing horseshoers. Years went by and other manufacturers introduced similar shoes until now they are in general use.

Certain features of the product still did not meet with universal favor and so in 1922 the company decided to make radical changes, incorporating the features that the trade seemed to demand.

In order to make the trade acquainted with these new features the company decided to conduct a vigorous poster advertising campaign, and chose New England as the first section in which the campaign should be tried. New England was chosen because it is a big

Feb. 15, 1923

market for adjustable non-skid calks where the company's business has not been so large as it should be, considering its proximity to the plant in New Brunswick, N. J.

However, aside from announcing the new features to the trade, there are other motives behind the campaign, according to Ross R. Harrison, general manager of the company. The company wants the public to be impressed indirectly by the fact that the horse is still very much on the job as a beast of burden and should be considered as a factor in transportation problems. The company feels that in many cases the horse is a cheaper and more efficient instrument of transportation than his mechanical rival, and that he should receive real consideration as such.

There is still another angle to the campaign. With the growth of popularity for the automobile there has been a corresponding increase in the number of garage workers and a decrease in the number of horseshoers. Young men no longer apprentice themselves so willingly to the village blacksmith, but prefer a job with the man who owns the concrete garage around the corner. This has meant that it is becoming increasingly difficult for the owners of horses to get their shoeing done properly. The company hopes to cause a realization on the part of young men that horseshoeing is still a lucrative business.

Last of all the company hopes finally to kill any lingering resentment against its product in the hearts of veteran horseshoers. In fact it wants to show the veteran that it is doing all it can to increase business for him. With this in mind it has put a phrase in its posters that directs the horse-owner to go to his horseshoer for all his supplies.

In addition to its posters the company is doing some advertising in business papers and is backing the poster campaign by direct mail.

Eugene Goldbach, formerly of the Miller Agency Company, Toledo, O., is now advertising manager of the Toledo Cooker Co. of that city.

Butler Brothers Show 1922 Gain

Butler Brothers, wholesale mail-order house, Chicago, for 1922, report net earnings of \$2,715,684, after tax provisions, as compared with a deficit of \$3,605,207 in 1921. The statement of the president, Frank Cunningham, credits 90 per cent of the net earnings to the last four months of the year. It further states that more than half of their business comes from towns of under 5,000 population, in which merchants are mainly dependent on the farming trade.

Armstrong Cork Company Adds to Staff

W. W. Herrold has joined the advertising department of the Armstrong Cork Company, Linoleum Division, Lancaster, Pa. He will be in charge of dealer service and will co-operate with retail stores in supplying copy and advertising material for linoleum selling campaigns. Mr. Herrold for the last five years has been advertising manager of Watt & Shand, Lancaster, Pa., department store.

Pottery Account with Youngstown, O., Agency

The East Liverpool Potteries Company, East Liverpool, O., plans to conduct an advertising campaign on its "Bright Eyes" baby plates. This account has been placed with Bolton, Meek and Wearstler, advertising agency, Youngstown, O.

Will Direct Advertising of "The Business Woman"

The advertising department of *The Business Woman*, New York, will be directed by Cecile Preston, president of The Business Woman's Publishing Company. Montgomery Wilcox, who was advertising manager, has resigned.

Packing Account for Critchfield & Company

The advertising account of Jacob E. Decker & Sons, Mason City, Ia., "Iowana" brand pork sausage, hams and bacon, has been placed with Critchfield & Company, Chicago agency.

Walla Walla "Union" Appoints C. L. Houser Co.

The Walla Walla, Wash., *Union* has appointed the C. L. Houser Company, New York, its Eastern newspaper representative.

Leaves Seth Kamsler Agency

Miss Nellie D. Prendergast, president of the Seth Kamsler Company, Inc., advertising agency, New York, has resigned.

Feb. 15, 1923

PRINTERS' INK

55

How the Newspaper Situation in Chicago Has Changed

Seven years ago (as now) there were four afternoon newspapers in Chicago.

One of them had a circulation of more than 400,000.

Two of them had circulations of less than 100,000.

And the Chicago Evening American had a circulation of 300,000.

Today the same two have circulations of less than 100,000.

In January, 1923, the daily average net paid circulation of the old leader was 390,601.

For the same period the daily average net paid circulation of the Chicago Evening American was 418,428.

The circulation leadership of the Chicago Evening American is based purely upon merit.

CHICAGO EVENING AMERICAN
EVENING
A Good Newspaper

A Collection Idea That Brought Results

How an Unsigned Check Was Made the Basis of Obtaining Payment of Old Accounts

A TOTAL of \$370.38 was collected recently by seventy letters sent to old accounts by a company in Atlanta—an average of better than \$5 a letter. This result is all the more remarkable when the fact is considered that many of the accounts in question were months behind, and that the company had given up several as virtually "dead," with legal procedure the only hope of ever getting the money.

The letter sent out involved a new idea in collecting accounts that was shown by the writer to several Atlanta merchants, and invariably pronounced by them one of the best collection ideas they had ever heard of. The company in question was the George Muse Clothing Co.

A check was received by this store recently drawn on an Atlanta bank in the sum of \$5, but which the sender had forgotten to sign. It came in a printed return envelope, but not being accompanied by a letter or note of any kind, the company had no way in the world of ascertaining who had sent it.

At once the idea occurred to William F. Greene, manager of this department to send out several letters to old Atlanta accounts, telling of this check and asking the one who had sent it to let the company know, so it could be returned for signature and duly credited to his account. It was not Greene's idea merely to find out who had sent the \$5 check, but he thought such a letter would have a good moral effect on those receiving it and result in several making payments on their accounts.

And indeed it did, as will be later explained—results, in truth, that were far beyond Greene's fondest expectations.

Reprinted from *Motor World*.

The letter used was multi-graphed and filled in individually with the customer's name and address—an important point in making use of this idea. Seventy of them were sent out to a selected list of rather old accounts. The copy of the letter was as follows:

Through the mail this morning we received a check, No. 1556, drawn on the Atlanta National Bank and payable to our order, for \$5.

This check was not signed, and, being mailed in one of our return envelopes and unaccompanied by a letter or note of any kind, we are unable to ascertain the identity of the sender.

Thinking that you may have sent this check we thought it best to write you this letter regarding it.

Please let us know if this check should be credited to your account, and we will return same at once for your signature.

THE GEORGE MUSE CO.

Out of the seventy letters sent, forty replies were received in one week, and in these forty replies there were twenty-three checks. It will be interesting to note some of the amounts. There was one for \$56.50 for payment in full, and another for \$50 for part payment on an account; a third and fourth were for \$31 and \$30, respectively, a fifth and sixth were for \$25 and for \$22.13, respectively. Of the others, the amounts were from \$15 down to \$5, and there were several checks for the latter sum.

Furthermore, all the customers replying to the letter, with possibly two or three exceptions, promised payment shortly if they were not among the twenty-three who sent checks, while two telephoned the store and one called personally.

It is the company's intention to use this plan regularly hereafter on old standing accounts, because it appears to have an excellent moral effect on the customers.

Incidentally the sender of the unsigned check is still unknown.

Detroit News Is Also the Grocer's Medium



The two largest grocery firms in Detroit use The News exclusively.

THE DETROIT NEWS leads in practically every selling classification of advertising because it not only has the greatest week-day and Sunday circulation, but also because that circulation is largely home circulation.

The News goes into the home and stays, becoming the buyer's guide. Naturally such a paper will be the best medium for the grocers—a fact well substantiated by the following figures. In 1922 The News published 866,824 agate lines of grocer and food products advertising, while the next paper published only 449,918 lines, a little more than half; and the third 266,840 lines; less than a third. To sell food products in Detroit, consider these facts.

The Detroit News

Greatest Circulation Daily and Sunday in Michigan

"Always in the Lead"

Feb. 15, 1923



**Cleveland's
Advertising
Certainty**

The Plain Dealer's Book for 1923, "Cleveland's Three Million Market," is now ready. You'll want a copy for your desk. Address

MERCHANDISING DEP'T.

J. B. WOODWARD
Times Bldg., New York
WOODWARD & KELLY
Security Bldg., Chicago
Fine Arts Bldg., Detroit

The Plain Dealer
Cleveland's Greatest Sale of All

The National Advertisers and Advertising Agencies of the United States bought \$200,000,000.00 of newspaper space during 1922.

The territorial alignment of this great expenditure represents the highest type of scientific space-buying known to American advertising. Every market, every newspaper and every dollar is impartially appraised and apportioned by men whose sole business is to get the utmost from advertising. Only certainties survive such a gruelling test.

During 1922 these scientific space-buyers concentrated their Cleveland advertising in The Plain Dealer as never before. Hundreds of them used The Plain Dealer exclusively. Together they bought more space in The Plain Dealer than in all other Cleveland newspapers combined.

During 1922 the National Advertisers used 7,124,614 lines of space in Cleveland newspapers—50.34 per cent. of which appeared in THE PLAIN DEALER alone.

	Lines
THE PLAIN DEALER - - - - -	3,586,646
The Press - - - - -	1,559,628
The News and Sunday News-Leader - - - - -	1,978,340
 PLAIN DEALER'S excess over all - - - - -	 48,678

East, West, North, South, sped the same message in 1922:

"The Plain Dealer ALONE Will Sell It!"

la Dealer
Sale of ANY-Priced Merchandise

R. J. BIDWELL CO.
Times Building,
Los Angeles, Cal.
742 Market Street,
San Francisco, Cal.

Yes Sir—

You Can Sell Your Products
and "Move-More-Merchandise"

in Louisville, Kentucky,
and Southern Indiana at
a most economic cost
through the growing
and concentrated circulation of

The Louisville Herald

The only newspaper in Kentucky issuing a Merchandising Magazine, backed by a Merchandising and Co-operative Advertising department that provides helpful service to advertisers.

Glad to mail you copy and tell you more about the 96% Herald circulation that dominates trade in this territory.

THE LOUISVILLE HERALD

Kentucky's Greatest Newspaper

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

THE LOUISVILLE HERALD
Merchandising Co-Operator



Foreign Representatives

KELLY-SMITH CO.

Marbridge Building, New York

Lytton Building, Chicago

GEO. M. KOHN

Walton Building, Atlanta

R. J. BIDWELL CO.

Market Street, San Francisco

Times Building, Los Angeles

A New Idea, Properly Advertised, Uncovers a New National Market!

Bartons Bias Narrow Fabric Co. Finds a Way to Lift the Humble Notion to National Prominence

By Roland Cole

THERE are probably thousands of articles sold in dry goods and department stores, like dress goods, notions, trimmings, ribbons, braids, that may be said to have no individual existence. They exist as races or families. The discriminating shopper chooses a store as a guide to quality. If she wants sheeting, toweling, material for curtains, or tape for binding, she decides, in advance, generally, about what quality she wants and seeks a particular store known to her from past experience or from the store's advertising.

This little condition, innocent as it sounds, has been, and still is, an apple of discord for the merchant and manufacturer. The manufacturer, seeking a national market through advertising, finds the department store merchant strangely antagonistic. He tells the manufacturer, "You think you can force my hand with your national advertising and make me put in your line. I have other lines, which are not nationally advertised, and I think they are better than yours. I have identified my store with those lines and desire to push them because my customers are satisfied and I can hold their trade. You step in with your national advertising, put your product on sale in every store in town, and take business away from me. I prefer to develop my own business with merchandise I can put my own name on."

There is a case on record of a manufacturer of muslin who approached a large department store in a city of New York State. The buyer said, "Your muslin is not so good in quality as muslin I now sell. I will not put in your line." The manufacturer started

a local advertising campaign in that city and a few months later called on the merchant again. This time the merchant said, "Your local advertising has forced me to put in your muslin against my wishes, for my customers are now asking for it. But I will not push it. I have tested it with my own line of muslin and find it inferior. It will not give the service or stand so many launderings. I will point this out to every customer and continue to push my own line. I regard national advertising as a harmful influence. It persuades people to accept inferior merchandise and takes away from the conscientious merchant the opportunity to safeguard his customer's interests."

National advertising, according to many merchants, thus works a great deal of injustice on the local merchant and the consumer. They say it is a check upon better quality and makes for a lowering of standards.

WHERE THE TRUTH LIES

The truth, however, lies somewhere between the two extremes, for the merchant is also an advertiser, and quality in the product is the final test. If the manufacturer has recourse to advertising, so has the merchant, and the consumer is the judge. If the merchant and the manufacturer of the unadvertised product choose to rely on quality only, without advertising, how is the consumer to discover the product? Can the consumer be relied upon to do her own exploring and make her own tests and investigations? If instead of this she is satisfied to rely upon the merchant's judgment and honesty, is she not in that case losing her ability to judge for herself?

self as surely as when she relies upon the word of the national advertiser? If it resolves itself to a choice between the statement of the local merchant and the

and the merchant into an entirely different realm and the argument fades out of the picture. The question is not then whether or not the nationally advertised product is as good as the merchant's unadvertised product, but whether the merchant wants the advertised product with an entirely new market for it—a market that the merchant's unadvertised product cannot command.

This, in a way, is what the manufacturer of B. N. F. Bias Seam Tape did. Perhaps a description of the method the company followed will offer a suggestion to other manufacturers who have been struggling to overcome retailer resistance to their national advertising.

B. N. F. Bias Seam Tape has been on the market for more than twenty years. It is made by Bartons Bias Narrow Fabric Co., offices in New York, factory in Bridgeport, Conn. The product is sold to jobbers, who in turn sell to retailers. The consumer finds it in the notions department of the retail store.

It is used for binding the raw edges of dress goods or other material, comes in various widths, and is so made that it will lie perfectly flat when attached to a straight edge of cloth or when the edge is curved or cut in zig-zag lines. Hence the term "bias."

The company employs a number of salesmen who call on jobbers. Advertising has been used in trade publications and national mediums. Both the company and its product are favorably known in the trade and to consumers. Distribution was good, though not as thorough as the company thought it could be. When the product reached the retailer, it was placed on sale in the notions department and became a member of the "bias tape" group and patiently waited for women to come along and find it.

Now, bias seam tape may strike the average reader as being quite an ordinary thing—clever, a quality article, and all that, but utilitarian in a somewhat commonplace way. Women go after it

Folded double— half the trouble



FIFTH Avenue spinsters design this year that are indeed kind to the women who make her own or her children's clothes. For style leaders have discovered the secret of a new and small lie in its making, and Bartons Double Fold Bias Tape, combining beauty, simplicity and economy, is favored equally in town and country. Being double fold, it lies easily in stores and in homes.

Bartons Double Fold Bias Tape comes in widths of one-half, one and one-half inches (Fabric's No. 3750 and No. 3751). It is unusually folded as a simple, charming finish for children's rompers, dolls' clothes, undergarments, bedspreads and table covers, hats and ties. It spans every woman to the corners of her houses when for creating dainty things.

An aid in making your own things better and prettier, we will send, at your request, our booklet, "A Disney With Ideas," showing what clever women are now doing with Bartons. You will enjoy deriving new uses.

BARTON'S NARROW FABRIC COMPANY, INC.
66 WORTH STREET
NEW YORK CITY

GARTONS
Double Fold
Bias Tape
is always
the right
size for
any project
that lets every pattern and
order before you, gives
you a better
finished article.
Look for it whenever you shop.



BARTONS
E
It Washes

COPY THAT SHOWS THE WAY TO NEW IDEAS ON THE USE OF TAPE

statement of the national advertiser, what else can confirm the wisdom of the choice but the quality of the products?

If to the quality of the product, the manufacturer adds an idea for its use, or a group of ideas for a number of uses, he takes the argument between himself

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THE CLEVELAND PRESS not only publishes more local business than any other Cleveland daily Newspaper but leads in every important local advertising classification.

In 1922 THE PRESS published more Hardware, Furnace and Stove advertising than The News and Daily Plain Dealer combined. In-

cidentally, this includes both foreign and local.

The figures for the entire year of 1922 are as follows:

THE PRESS . . .	115,077 Lines
Plain Dealer . . .	61,488 "
The News . . .	45,826 "

Local merchants prefer THE PRESS because it thoroughly blankets and dominates the greater Cleveland market.

ALLIED NEWSPAPERS, INC.

Publishers Direct Representatives

New York

Chicago

Atlanta

Cincinnati

San Francisco

St. Louis

Cleveland

Member Audit Bureau of Circulations

The Scripps-Howard Newspapers
Including the Scripps-McRae League
CLEVELAND PRESS
DOMINATES GREATER CLEVELAND

when they need it, and perhaps balance the virtues of one make against another. There is no particular idea connected with it, except its usefulness in binding the raw edges of a garment and doing it in an efficient and more or less beautiful way. The Bartons line comes in white, black and colors and in a number of different materials, as lawn, fine lawn, cambric, colored and striped percale. A woman says to a retail clerk, "I want some bias seam tape," and the clerk says, "Yes, Madam," shows her where it is on the counter and waits while the customer fingers the stock over to find what she wants. Advertising has played its part in getting Bartons tape on the retailer's counter and in helping the consumer to make up her mind that it was a good article.

The Bartons line has been established for years and has a large sale. Not wishing to disturb the business it has built up on bias seam tape, the company decided to add another line of binding tape that would include an idea. About a year ago, therefore, it brought out Bartons "Red-E-Trim," a novelty bias trimming, and the idea "It binds and trims in one sewing."

THE IDEA IS ADVERTISED

The idea was a big one and because it was an idea, and big, the company proceeded to capitalize it by means of advertising to the trade and the consumer, and to merchandise the advertising to the merchant in a way that would make him think of the new line in terms of serving a new market—a market that did not exist for the regular line of bias seam tape.

Women use bias seam tape for binding seams and edges. In addition to this, there is a large demand for trimming. A product that combines the functions of both—that provides a binding and a trimming in one piece of goods—is what the company offered the consumer with its "Red-E-Trim."

"It binds and trims at the same

time," said the company. "No basting is necessary. No folding is required. 'Red-E-Trim' is all folded, ready for your needle. Simply insert the raw edge of the material between the folds and stitch. Do not confuse Bartons 'Red-E-Trim' with any single-fold bias trimming which must first be basted and then folded by hand before it is ready for the final stitching and which if sewn by machine, requires the use of a troublesome binder attachment."

Finding a new market for the new product meant finding new uses and new people to use it. National advertising in the women's magazines featured some of these new uses. After describing its many uses in connection with baby clothes, one advertisement said: "Bartons Red-E Trim plays an equally important part in the finishing of charming little frocks for sister and in the trimming of dresses, blouses, tunics, skirts and lingerie for grown-ups. It also beautifies bedspreads, doilies, table covers, sofa pillows, and numerous other dainty things that can easily be made at home. Send for our catalogue of usefulness, 'A Dozen Trim Ideas.'"

The big thing in the campaign was getting this catalogue into the hands of consumers. After the first edition was exhausted, a second edition entitled "Two Dozen Trim Ideas" followed.

There is a considerable difference between suggesting new uses for an article and giving people new ideas for the use or making of things that involve the article. That statement may sound like a tricky play of words, but it is not that at all. The Bartons catalogue brings a woman ideas for new dresses, suits, underwear, accessories, household articles, interior decorating, with pictures of the articles in use, and by an ingenious device, it gives her at the same time sixty-four reproductions (embossed in color, making them look like actual samples of the goods), of the line of bias trimming.

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Volume!

DURING the year 1922, THE WORLD carried 17,244,090 lines of advertising. This volume was

21.5% of the total volume of the morning and Sunday field in New York, and

24.7% of the total volume of the weekday field alone.

The six morning and Sunday papers of the city combined showed a gain of 8% over the preceding year.

THE WORLD'S gain of 2,723,496 lines was nearly 19% over 1921, or more than double the ratio of increase of its field.

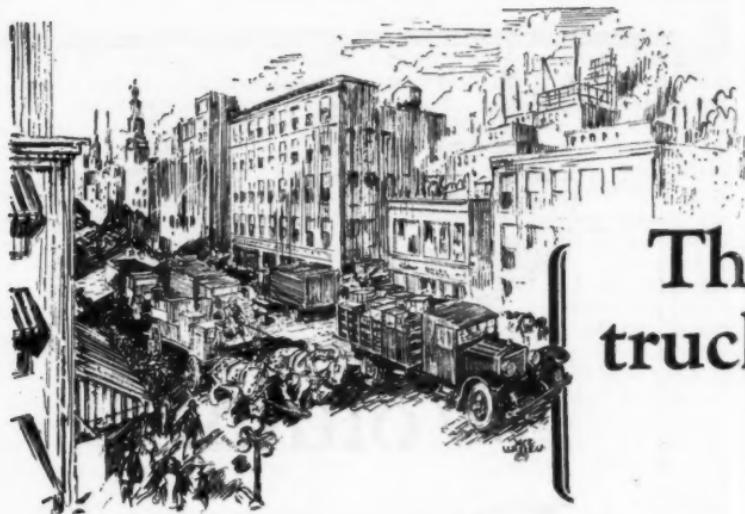
Advertisers who are guided by vision in the choice of their mediums are centering their efforts in

The World

MALLERS BUILDING
CHICAGO

PULITZER BUILDING
NEW YORK

FORD BUILDING
DETROIT



The truck or of

David Beecroft, world-known Automotive Authority, has made an intensive study of the truck industry.

His findings and deductions will be of interest to truck builders and truck users as well as to all concerned with the advertising of trucks and truck equipment.

"What's Wrong with the Truck Industry?" by David Beecroft

Write for your copy.

MOTOR TRANSPORT, formerly the **COMMERCIAL VEHICLE**, is devoted to the development of the art and science of the transport of commodities by Motor truck, the transport of passengers by Motor bus and the transportation of both by gasoline railroad car.

Addressed to fleet owners and to those concerned with fleet operation—its mission is to analyze all problems which properly come within the scope—and to assist in the solution of those problems by means of editorial discussion.



We have thought of the truck solely as a substitute for the horse-drawn vehicle and the term "horsepower" has even found its way into technical lingo—an expression of the truck's capacity measured in "horse."

But this conception of the truck is too limited, too circumscribed. We have failed to realize that the truck is not an end in itself, but rather a means to an end—a tool of industry, whose use brings us face to face with a score of problems of which the truck itself as a mere mechanical assembly is the least important.

The Truck Problem isn't a truck problem—it's a problem of transportation!

A NEW era has dawned in the Truck Industry—an era in which the truck itself, as a mechanical unit, will be regarded not as a major consideration, but as one which is of secondary importance.

It will not be the truck, but the organization behind the truck that will count in the new era and only those truck operators who sense this new need and build accordingly will meet with real success.

The problems of the new era

will be problems of transportation. Problems that are parallel to the problems of the railroads, but which in their application to truck usage are essentially new.

And so the change of name from *Commercial Vehicle* to *Motor Transport* and the widening of its editorial scope is but in keeping with the evolution of the Industry.

We announce *Motor Transport*—a fleet owner paper—published twice a month—first issue March 1st.

THE CLASS JOURNAL COMPANY

New York, U. P. C. Bldg.; Chicago, Mallers Bldg.; Boston, 185 Devonshire St.; Philadelphia, Widener Bldg.; Cleveland, Guardian Bldg.; Detroit, 317 Fort St., West; Indianapolis, 1212 Merchants' Bank Bldg.

Publishers of AUTOMOTIVE INDUSTRIES, MOTOR WORLD, MOTOR AGE, MOTOR TRANSPORT, EL AUTOMOVIL AMERICANO, MOTOR BOAT, DISTRIBUTION & WAREHOUSING, THE TIRE RATE BOOK, THE AUTOMOBILE TRADE DIRECTORY

Motor Transport

FORMERLY COMMERCIAL VEHICLE

The effect of this advertising on the consumer brings her into the notions department of the retail store with a newly created consciousness of new wants. The company's advertising to the retailer was designed to put him in a position to satisfy those wants.

A broadside, entitled "It's for your own good," presented the merchant with a bird's-eye view of the whole advertising effort, with reproductions of a new counter display case, window display card, the consumer catalogue, trade and national magazine advertisements. Elaborate sample books were made up in compact form and placed in the hands of jobbers' salesmen and the notions buyers of retail stores. The company's salesmen calling on jobbers, were fully instructed in all details of the campaign before it started, and their co-operation was an important factor in the success of the whole plan.

The campaign was successful beyond expectations—in bringing thousands of requests for catalogues from consumers, including many enthusiastic letters from users of the product; in increasing sales to present dealers; in securing orders from new dealers; in co-operation from jobbers' salesmen and in greatly increased sales by the company's own representatives.

Company Name Changed to That of Product

The Oertel Roofing Manufacturing Company, East St. Louis, Ill., asphalt shingles and roll roofing, has changed its name to the Stormcote Roofing Corporation so that it may be identified with its products which recently were registered under the trade-marked name of "Stormcote."

The company has never advertised in the past but, according to R. P. Munger, president, some money is now being appropriated for advertising.

Western Apple Growers in Newspaper Campaign

The Yakima Fruit Growers' Association is using large newspaper space to advertise "Big Y" apples, with the slogan "Buy them by the Box." The copy, beneath a cut showing a smiling family, advises to "bake them one apiece tonight."

Western Office of "Hearst's International" Reorganized

The Western advertising department of *Hearst's International* at Chicago has been reorganized and an advertising council formed which will be under the direct management of Richard H. Waldo, publisher. Mr. Waldo will divide his time equally between the New York and Chicago offices.

The following, who recently have joined *Hearst's International* advertising staff, are members of this council: E. C. Conover, who will be in charge of the Michigan territory. He was formerly a member of the executive board of the Wm. H. Rankin Company, and recently has been Eastern advertising manager of the *New York Evening Post*.

Willard E. Stevens, in charge of the northern Ohio territory. He formerly was Western manager of *McClure's Magazine*.

John P. Ahrens, Jr., who will cover the Northwestern territory, including Minnesota, Wisconsin and North and South Dakota, etc. Mr. Ahrens was recently Western manager of *The American Boy* and has been with *System* and the "Automobile Blue Book."

H. V. Davis, who will cover the territories of southern Indiana, southern Ohio, and Kentucky. Mr. Davis recently had been with the Mitchell-Faust Advertising Company of Chicago. Before that he was with Klau-Van Pietersom-Dunlap, Inc., Milwaukee, and Johnson, Read & Company, Inc., and Henri, Hurst & McDonald, advertising agencies of Chicago.

John A. MacDemott has been appointed office manager. He was previously with the United States Army as a major of infantry.

National Radio Advertiser from Salt Lake City

Nathaniel Baldwin, Inc., manufacturer of radio receivers, of Salt Lake City, Utah, has placed its advertising account with Stevens and Wallis, Incorporated, advertising agency, also of Salt Lake City. A direct-mail and dealer help campaign will be conducted on a national scale.

With National Outdoor Advertising Bureau

F. J. Evans has been added to the staff of the New York office of the National Outdoor Advertising Bureau, Inc. He was formerly with the Thos. Cusack Company at Chicago as manager of the poster department.

Joins Isaac Goldmann Company

A. Stephens, formerly advertising manager of the American Institute of Mining and Metallurgical Engineers, has joined the sales department of the Isaac Goldmann Company, New York printers. At one time he was with the Brad Stephens Company of Boston.





IN ADVERTISING CIRCLES



No. 1

YOUNG HEINZ USES ONLY HIS FATHER'S BEANS.

A Million Readers a Week
52 Times a Year

L I F E

GIL BEE ARE, Life's Advertising Manager, New York
B. F. PROVANDIX, Western Manager, 1517 Marquette Building, Chicago, Ill.

Feb. 15, 1923

Feb. 1.

Cornbread—
for tomorrow's breakfast.

Make this Healthful ROYAL Food

No ALUM.

THIS is the eleventh consecutive year "ap
Baking Powder Company have been in t

Millions of housewives, who have Royal Baking Powder homes
which also act as a daily follow-up on all other me the fam
more biscuits, muffins, pancakes, etc. *That brings than out
increases the "home turnover."*

*Within every half hour throughout the active day greater
the United States than the total circulation of Amerieig week*

STREET RAILWAYS ARTIS

Central Office
Borland Bldg., Chicago

Home
Candler B

What is Home without
good hot muffins?

Make this Healthful ROYAL Food

No ALUM.

Please
the Men



Easy to Make
with ROYAL

are "appetite appeal" cards of the Royal
baked in the Street Cars of our list.

in homes, are directly reached by the Royal car cards,
the family, influencing them to "ask her" to make
more than out of more cupboards more often and greatly

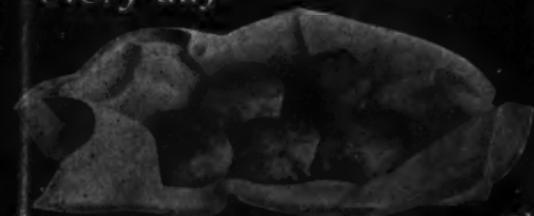
the greater advertising audience in the Street Cars of
a weekly or monthly publication.

ADVERTISING COMPANY

Western Office

Monadnock Bldg., San Francisco

Ask her.
she'll be glad to make them
every day



NO ALUM.

Make this Healthful ROYAL Food



Detroit Automobile Dealers Know

A well-known New York advertising agency, whose name is not mentioned for obvious reasons, sent a questionnaire to 23 of Detroit's leading retail motor car dealers, asking them for their preference in the use of Detroit newspapers. At this date nineteen had replied, and here are the results:

	FREE PRESS	NEWS	TIMES
1st	12	6	0
2nd	5	8	2
3rd	1	1	13

NOTE THAT 12 OF THE DEALERS, OR 63%, NAMED THE DETROIT FREE PRESS AS THEIR FIRST CHOICE.

Three out of the nineteen stated that they use the Free Press exclusively, and that they had no second choice.

Here, then, is unbiased, disinterested, uncolored, unprejudiced evidence of what Detroit motor car dealers think of The Detroit Free Press, as well as its two competitors, as advertising mediums.

These figures merely serve to enlarge upon the uninterrupted record of this newspaper as the *preferred medium* of automotive advertisers of every class and type.

The Detroit Free Press

"Advertised by its Achievements"

VERREE & CONKLIN, Inc.

Foreign Representatives

New York Chicago Detroit San Francisco

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Literary Technique That Advertising Must Master

A Schooling in the Fundamentals May Bring to Advertising Some of the Effect and Clearness of Fine Prose

By Eric N. Simons

THE best and finest copy writer is the man who is an artist in words. Many writers achieve a style that, because it is fluent and clear, they deem good enough to carry them through life as efficient copy writers. I venture to suggest that there are certain products that call for something more than mere literary facility to describe them successfully. They need, in fact, just that extra touch of genius, that mastery of beautiful prose, that is the sole possession of the world's great writers. But although every copy writer is not a literary genius, there are few who would not be all the better for a little clearer understanding of how beautiful prose actually does achieve its effects. Genius cannot be learned. Technique can, and with sorrow I record the fact that technique is lacking in the work of many copy men who having wit, cleverness, and enthusiasm, imagine they have therefore all they need.

It has to be borne in mind that although the general public, for whom most advertisements are written, know little or nothing about technique, they do quite unconsciously react to it much more than they or we realize. The public knows pretty well when a man is writing good stuff, even though it cannot always say how it knows. Conrad is not the only writer of sea-stories who lives or has lived. Yet Conrad is read and liked because he is a master of word-craft. Also education is gradually making folks more and more fastidious about language. People are quicker to detect flaws in English, more sensitive to false quantities and solecisms. Therefore the copy writer stands only to gain by improving his literary technique.

There is a tendency, too, to imagine that good prose is haphazard, accidental; that a change in accent or syllable here and there makes practically no difference to a passage. Let us examine that suggestion and see if it is justified.

There comes in one of Wells's books the following fine passage; he talks of London:

Beyond her dark and meretricious splendours, beyond her throned presence jewelled with links and points and cressets of fire, crowned with stars, robed in the night, hiding cruelties, I caught a moment's vision of the coming City of Mankind, of a city more wonderful than all my dreaming, full of life, full of youth, full of the spirit of creation.

Now can the shifting of an accent spoil a delicate prose rhythm? I believe it can. Take the line: "beyond her dark and meretricious splendours." You will note that there is a distinct rhythmical flow of syllables leading up to a sudden weight of emphasis. "Beyond her *dark* and *meretricious* *splendours*." The word "meretricious" gives a little lilting run of syllables preparing the ear for the balancing effect of the sudden sharp emphasis on "splendours." There is a quite musical effect in this careful arrangement of accent. Shift the accent in the word "meretricious." Pronounce it "meretricious," quite a likely pronunciation in our peculiar language. See what a difference it makes! The little lilting run of syllables has vanished. There is a jerkiness in the accent. One's ear tells one that the second accent or emphasis comes too soon, and that the weight of the sentence falls in the wrong place. Again, take Conrad's phrase: "extended its perfect level to the perfect circle of the dark horizon." Pronounce it

horizon! It at once pulls up the sentence with a jerk.

That question of prose rhythm has to be remembered by the copy writer, and above all by the copy writer appealing to educated people. The copy writer who is something more than a hack will constantly endeavor so to handle the English language that every line he writes shall express the music of syllables in a way that seems to him beautiful. The arrangement of accent and syllable, the selection of fitting words, the matching of form and thought, are what we call style.

Remember this! A man doesn't begin to write because he has a good style. You might as well say that a man begins to play baseball because he is a good pitcher. A man is not born with a style, he acquires it. A baby is not born with the English language—it acquires it. Whenever you come across a display advertisement or booklet which says something with a clearness and power that command your admiration, you must not think that the ability to say it in that way was accidental to the writer of the advertisement. It wasn't. It was something acquired by years of patient effort and practice.

I am not going too deeply into the intricacies of style. I am not going to discuss closed and open vowels, hard and liquid consonants, Anglo-Saxon or Latin words, and other details with which the careful writer has at some time or other to become acquainted. But I would like to point out that these things ought to be studied more frequently than they are by copy writers. A fine advertisement is no more a stroke of luck than a fine poem or a fine picture is a stroke of luck. A man is born with the gift to write, but he has to learn how to write *well*. Any man who aspires to be a copy writer has to prepare for years of hard, thankless work learning his trade. Even if he is a genius, he will never be a great genius unless he strengthens his genius by training it to work in the most efficient way.

I have given examples of the care taken by writers to make their words and sentences musical, and have shown how the shifting of a solitary syllable can offend the sensitive ear and spoil rhythm—and rhythm is as integral a part of prose as it is of poetry, the only difference being that prose rhythm is irregular, poetic rhythm regular. But the task of the good copy writer must not end there. There is not only a music of words and sentences that has to be striven for, but a music of paragraphs also. In many ways a prose passage resembles certain forms of music. It is constantly mounting to a crescendo. The crescendo must never come too soon nor too late. Poise must be given to the passage. It must be harmonious or balanced. And these things are attained by the alternation of short and long sentences, by rests, by repetitions.

Taking the alternation of short and long sentences first. Here is another passage from Wells. Mark the steady, rhythmical alternation of short and long sentences. You will see its effectiveness.

Even that whiskey dealer's advertisement upon the southern bank became through some fantastic transformation a promise, an enigmatical promise flashed up the river reach in letters of fire. London was indeed very beautiful that night. Without hope she would have seemed not only as beautiful but as terrible as a black panther crouching on her prey. Our hope redeemed her.

In that splendid passage you get first a long, then a short sentence, giving balance to the whole. After a time this becomes instinctive in the good writer. It is not a question of measurement.

I spoke also of repetition as adding to the beauty of good prose. Now repetition is a well-known device in poetry. Remember the sombre and effective recurrence of the word "Nevermore" in Edgar Allan Poe's poem "The Raven." Prose also makes good use of it. Listen to Wells's employment of the device in the passage quoted earlier: "Beyond her dark and meretricious splendors," etc.

Turn back to that and you will

Three Points

(This Letter Reproduced by Permission)

TELEPHONE CONCORD 1-0000

ROY J. FOSTER & CO. INC.
NEW ENGLAND INVESTMENTS
10 STATE STREET
BOSTON

January 30, 1923

The Christian Science Monitor
Palmouth Street
Boston, Massachusetts

Gentlemen:

We have been advertising in The Christian Science Monitor regularly since June 28, 1922, and these three points impress us:

1. That we receive more replies from our advertisement in The Christian Science Monitor than we receive from any other advertising we do, either direct or indirect.

2. That we sell our New England industrial securities to a larger percentage of these inquirers than we do to the inquirers through any other medium of advertising.

3. That the customers we have made through our advertising in The Christian Science Monitor are of a better grade than those made through any other advertising and are among the best customers on our books.

Very truly yours,

ROY J. FOSTER & CO. INC.

By

RJF/E

Only clean, dependable advertising copy is printed in The Christian Science Monitor. This policy has established a wide reader-confidence which makes the Monitor an especially desirable medium for financial advertisers, as well as for retailers and manufacturers of nationally-distributed products.

The Christian Science Monitor

An International Daily Newspaper

Published in Boston and Read Throughout the World

MEMBER A. B. C.

MEMBER ASSOCIATED PRESS

find repeated the words "beyond," "and," "city," and "full." Remember, not one of those repetitions is essential to the actual meaning of the sentence. They could all be left out without changing the meaning. But in case scepticism is felt concerning the beauty they add to the whole sentence, try leaving them out. Then we shall be able to see how vastly for the worse the whole is altered.

Beyond her dark and meretricious splendours and her throned presence jewelled with links, points and cresses of fire, crowned with stars, robed in the night, hiding cruelties, I caught a moment's vision of the coming City of Mankind, which was more wonderful than all my dreaming, full of life, youth and the spirit of creation. . . .

The beauty of the sentence is not wholly destroyed, but it has gone flat, like stale soda-water. It is partly disfigured.

Now just as the alternation of short and long sentences gives balance to a paragraph, so the alternation of short and long paragraphs gives balance to a longer piece of copy, such as a booklet. It must not be imagined that there is any hard and fast rule about these things. Two long paragraphs can follow each other and be effectively beautiful, just as two short ones. The same applies to sentences.

There is no reason why booklet, catalogue, folder and advertisement writing should not reach a high standard of literary art. Pianos, talking machines, automobiles, etc., all call for the creation of atmosphere by the copy writer who tries to write stuff that will help sell them. But creation of atmosphere is in itself a form of art, and the principles of art can be understood and carried out by the humblest man who ever wielded a pen as well as by the greatest.

Ralph Foss with McGraw-Hill Co.

Ralph Foss, formerly in charge of sales for the American Book Company and more recently vice-president in charge of sales for the Business Training Corporation, has joined the circulation department of the McGraw Hill Company, Inc., New York.

The Return of Horseshoe Pitching Advertised to Dealers

"In another month or so—as soon as the first balmy days of spring arrive—horseshoe pitching is coming back with a stronger kick than ever. There's going to be an unheard-of demand for shoes, and the supply may not be equal to it."

This is the introduction of an advertisement addressed to hardware dealers by the Warren Tool and Forge Co., Warren, O. A brief explanation of the quality of the shoes then follows.

The copy closes by offering a free pair of "Warren's" to the first hundred dealers writing to the company on their letterheads.

Willys-Overland, Inc., Report Sales Gain

Willys-Overland, Inc., Toledo, for 1922 estimates total sales of more than \$30,000,000 over 1921, based on figures of \$68,677,275 for the first ten months in 1922, as compared with \$51,360,378 in 1921. Net profits for the first nine months of 1922 amounted to \$3,461,370. Production in 1922 of Overlands and Willys-Knights increased more than 100 per cent over 1921.

Features Its Advertising in Dealer Copy

The Hudson Motor Car Company, Detroit, in 600-line newspaper space addressed to prospective dealers, features its farm and business paper, newspaper and magazine advertising as one of the advantages offered to those taking the Hudson-Essex franchise. The balance of the copy is devoted to facts concerning the company, assets, production and prices of models.

Frank T. Day, Inc., Succeeds Knott Agency

Frank T. Day, recently treasurer of Henry Knott, Inc., Boston, has taken over the business of that agency and incorporated in Massachusetts under the name of Frank T. Day, Inc. Mr. Day is president and Anna E. Martin, formerly secretary of Henry Knott, Inc., is treasurer.

Urge Advertising of Vegetables

H. F. Thompson, president of the Vegetable Growers' Association of America, in addressing that body, stated that fruits had come into their own through consistent advertising, and that advertising would do the same for vegetables if properly conducted.

Joins New Orleans Agency

Clarence Reeder, recently on the commercial art staff of the New Orleans *Item*, has joined the art department of the Chambers Agency, Inc., advertising agency, New Orleans.



Sonnenfeld's

—Popular St. Louis Women's
Apparel Store —

used 156,488
agate lines more
advertising space
in The Star during
1922 than in any
other St. Louis
newspaper ~ ~

THE ST. LOUIS STAR

National Advertising Representatives
STORY, BROOKS & FINLEY

New York

Chicago

Philadelphia

St. Louis

Los Angeles

San Francisco

36 cities selected at random, showing 19 popular priced cars and the percentage of their dealers who are Elks. Each cross represents an Elk dealer —

	1922 PRODUCTION THROUGH DECEMBER TAKEN AT RANDOM																			1923 PRODUCTION THROUGH DECEMBER TAKEN AT RANDOM		MOTOR MAGAZINE					
	1922 PRODUCTION THROUGH DECEMBER TAKEN AT RANDOM																			1923 PRODUCTION THROUGH DECEMBER TAKEN AT RANDOM		MOTOR MAGAZINE					
Buick	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	28%	10,000				
Cadillac	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	41%	—				
Chevrolet	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	41%	—				
Chandler	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	22%	48,000				
Dodge	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	41%	—				
Dort	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	41%	—				
Durant	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	41%	—				
Ford	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	41%	10,000				
Franklin	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	45%	6,000				
Haynes	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	53%	61,233				
Hudson-Era	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	33%	20,000				
Hupmobile	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	41%	96,000				
Max-Chalm	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	33%	—				
Nash	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	47%	—				
Oakland	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	47%	26,000				
Olds	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	33%	—				
W.M.-Dorelles	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	33%	—				
Paige	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	56%	110,000				
Studebaker	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	56%	110,000				
	11	17	10	8	5	11	6	8	3	5	6	3	8	5	7	9	5	9	12	3	6	8	7	10	8	7	44,532
	CITY CARS MOTOR CARS SALVAGE SALES SERVICE STUDY CARS TRUCKS WRECKERS																			ALLEGED ANNUAL AVG. DEALER SALES		OTHER DEALERS					

NOT "Plugged from The Sunny Side of The Mellon"

NOT "Plugged from The Sunny Side of The Melon"

The most important and convincing advertisement that The Elks Magazine has yet published is represented in the chart printed above.

These representative cities picked at random are not "plugs from the sunny side of the melon." We are prepared to show the Elk Automobile Dealers in every city and town of over 5,000 population at the request of any national advertiser or agent.

Do you know of any other general magazine that reaches 11 of the 19 dealers in Bakersfield, for example; or 12 in La Crosse; or even 7 in Albuquerque?

Here is a dealer and consumer medium combined that will interest every automobile, tire and equipment manufacturer.



850,000

"The largest proved male circulation in America"

New York, N. Y.

50 East 42nd Street

Feb. 15, 1923

Who does your printing?

Charles Francis Press

Printing Crafts Building • Telephone Longacre 2320
461 Eighth Avenue, New York City

The Legerdemain of the Advertising Camera

Photography Can Be Made to Mystify Very Ingeniously When Conditions Justify It

By a Commercial Art Manager

VERY often, in order to illumine a selling argument or properly to visualize a unique headline, photographs must resort to methods that seem mysterious.

Those unacquainted with how it is done are very much mystified, although it is no more mysterious or inexplicable than the hazardous "stunts" of the motion-picture business.

Camera experts have perfected the double-exposure idea to the point where very grotesque blends of two contrary elements are accomplished. In other words, two exposures, made at different times, are put on a single negative. Some very famous "ghost" pictures, photographically perfect, have been produced in this fashion.

It is merely a matter of understanding photography and of mapping out operations in advance. We have all seen the astounding composite pictures, where a portrait, say symbolic of the musical profession, is made up of impressions of thirty or more faces, one melting into the other, finally to form a baffling, haunting whole? The camera is fixed in its position and a number of separate exposures made, one on top of the other, under similar lighting conditions. Or the same thing can be done from individual photographs, the artist not working from live models at all.

But a much more common practice is that of cutting and fitting negatives or making a mosaic of actual prints, and so carefully and perfectly pasting them together that when a new photograph is made or when a half-tone is ordered direct from the original, the patching does not show.

No special skill is required to accomplish this.

Here is a case in point: an ad-

vertiser wishes to bring out the thought that people who live away from proximity to good roads, virtually "live in a desert." The specifications called for a modern cottage set in the midst of a vast and bleak expanse of sand, far from civilization. Now no photographer could find such a picture in reality. It is easy, on the other hand, to find photographs of deserts and of cottages, separate and apart.

A UNION OF PHOTOGRAPHS

An artist first mounted an enlarged photo print of a desert scene on cardboard, allowed it to dry perfectly, and then, after silhouetting a pretty little bungalow, mounted it, in turn, in position, on the desert picture, being first careful to see that the perspective of the house was in complete sympathy with the perspective of sands and far horizon. Now photographs have a certain degree of thickness. The superimposed print would have "thrown a shadow" because of these outer edges, as cut with a pair of scissors or, better still, a very sharp knife, had they not been "bevelled down" by means of rubbing over with very fine sandpaper. A good knife can also be used. When this is done the edges disappear, although a certain amount of retouching is necessary.

Care must be taken not to allow any of the glue or paste to remain on the surface of the print in its superimposed shape, for these shiny surfaces are apt to show up when the engraver makes his negative. Rubber cement is preferred by experts, because, after drying, it can be quickly and thoroughly cleared away with a chunk of its own kind. Rubber cement holds prints

firml y in place. If an error is made a little benzine flooded over the surface permits one to lift the print up again. With paste or glue the under surface would be ruined. When mounting photographic combinations be sure there are no lumps on the mounting side, for the smallest foreign particle will mar the surface.

When the engraving was made of the desert scene, so far as the average reader was concerned some photographer had actually found a lone bungalow out on the sandy wastes and snapped it. There was the conclusive evidence of the camera detail.

It seems not to occur to advertisers that they have in their own files of photographs the raw material for many remarkable and original compositions, and that magic need not be employed to create them. A pair of scissors and a paste pot can accomplish marvels very often.

Perspective and its hard and fast rules is the one stumbling block. There should not be a clash in this respect. If absolute realism is desired, perspectives should match.

It came to an advertiser in business papers some time ago that his illustrations were becoming very commonplace and monotonous. They consisted of rather prosaic views of mining apparatus from negatives sent in by field salesmen. But as there were hundreds of other similar photographic illustrations in the same publications, the campaign was not of a character to claim any individuality.

"Why not give your next campaign a character of its own by minimizing the background detail and enlarging upon your machinery?" an artist inquired

who was brought into conference.

"Don't quite get you," replied the head of the sales department.

"Show accessories and mining atmosphere in miniature," was the response, "and display the machines in detail, in giant size, all



HOW THE PACKARD MOTOR CAR COMPANY USED THE CAMERA TO VISUALIZE THE "DESIRE" IDEA

photographically, for realism, because I do not think your class of readers will appreciate original drawings. They want camera proof."

"Go to it," acceded the sales manager. "It isn't clear in my mind yet, but I'm willing to be shown."

The artist proceeded to make good with his suggestion. In the company files he came across any number of excellent long-distance views of mining properties, some of them covering a mile or more of land, with mountain ranges, shafts, work-houses and rivers.

From old catalogues photographs, near-on views of mining machinery were secured, silhouetted neatly and mounted upon the vista prints, one to each panoramic view. The effect was startling, for at once the mechanisms loomed mountain high, by contrast,

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Put *Giant Ads* in the plan

BY increasing the return from the national copy, Giant Ads have earned their place in the well thought out plan. The Giant Ad's exact likeness to the magazine advertisement which originally convinced the prospect, serves as a forceful reminder of both the advertisement and the product. It re-awakens his decision to buy, formed when he first read the copy in the magazines.

The Knapp-Felt Giant Ad is typical. At work in the dealers' stores, it will gather in the prospects who were convinced by the advertisement in the February 17th Saturday Evening Post, who would forget or postpone buying were it not for this reminder.

Copy and art work which represent your best ability; engravings, composition and space which represent a considerable investment, deserve Giant Ads to back them up. Put Giant Ads in the plan, one for each insertion. The cost? Surprisingly low. *Discount given when contract is made for four or more Giant Ads.*

Giant Ads can be made any size up to 38x50 and in any number of colors. Write or phone for rate card, and descriptive booklet

NATIONAL PROCESS COMPANY, Inc.

117 East 24th Street, New York PHONE; Madison Square 3680
PITTSBURGH OFFICE: CENTURY BUILDING PHONE: SMITHFIELD 1162

GIANT ADS

rising impressively above huts, shaft-houses and mountains, until they touched the sky.

With an air-brush, first studying the lights, the artist then blew in partially transparent shadows at the base of each machine, where it came in contact with the ground. The patching was not visible after plate-making, and the campaign was the hit of the season. Competitors were somewhat at a loss to know how the strange illustrations had been created. Such photographs amaze and mystify many persons.

Incomplete photographs can be made complete by superimposing other parts, as when a manufacturer of bathroom fixtures wished to introduce life into a series of catalogue illustrations. Two dozen very fine exposures had been made of completely furnished bathrooms of an ultra-modern type. No one had thought, at that time, however, to introduce figures. And time did not permit of taking them all over again, as the temporary fixtures had been dismantled.

Here is how the series was successfully realized, despite the handicap, and in a space of two days. Tracings were made of the interiors and on these tracings a figure artist roughly sketched in figures of maids, housewives, children. This was a provision for establishing both pose and size.

Models to fit the scenes were sent for and posed in exact accordance with the poses on the tracings, the photographer regulating their sizes by the same chart. The prints were silhouetted and mounted into the individual rooms. Retouched, the proofs for final showing gave no indication of the photographic "trick" that had been played, and the catalogue was enlivened by just that much.

Sometimes the dovetailing is very intricate. In the case of another catalogue it was necessary to show a sectional view of different houses, as if a side had been cut away, bringing to view the various rooms and their furnishing. A photographer first made exterior pictures of a number of handsome residences. The line of

vision was at a slight elevation. Then separate interiors were taken of rooms, from the doorways, to secure as wide a range as possible. By patching, cutting and trimming, the room prints were superimposed over the views of the houses and arranged to conform to different locations and floors. In the meanwhile, the outlines, roofs, foundations and backgrounds of the first series of pictures were left intact. A most interesting type of cut-away picture was produced and in a manner that baffled those who did not know how it was done.

COMPARISON ILLUSTRATIONS

It is always possible to secure comparison illustrations, where one unit is entirely out of proportion to the other. A man, apparently fifty feet high, can be made to walk along the street of a village, the roofs of the houses barely reaching to his knees.

A "city of factories" is always interesting and inexplicable to the uninitiated. Thus, if an organization is made up of thirty factories, situated in different parts of the country, and it is desired to show them in group formation, as a community of plants, all in a single area, the photographic artist is in a position to wave his wand and say, "very well."

But he himself must go to the various plants and make his own pictures of each, for here again the element of perspective enters. There must be some common basis of vision to hold them on the same plane. Otherwise the composition would be askew, unnatural, ridiculous. But once an expert has secured sympathetic perspective prints, it is fairly easy to group them, after silhouetting, and mount them into a clever appearance of a city of factories.

A factory can be set down in the heart of a business street; it can be put in the heart of a deep wood; it can appear on a mountain peak, or it may be swept over a high waterfall, in order to give emphasis to selling arguments.

All of this may be done with patched photographs.

Subject: Analysis of Sales Territory

Gentlemen:

"Wasted effort" is certainly the right label to paste on many of the sales analyses being prepared today.

You ask a manufacturer to give you a detailed statement of his sales distribution and he sends you a list of his principal wholesale distributors and the counties included in their districts, together with the sales in each county.

What good does this record of sales by counties do you? It is no check on the salesmen, for when you attempt to analyze the work of a particular man and his district, you then know he does not work by counties. He "makes" towns and cities. The counties are supplied alphabetically, but the salesman travels along a railroad which doesn't run through counties arranged that way. The first thing that must be done with such an analysis in order to put it in comprehensive form is to get a detailed map and see how the salesman would cover that particular territory—the towns that he would "hit" along the route, their population and other facts that would go to make his work more effective. When you are finished, you find that that particular territory has possibly 62 towns, each with a population exceeding 2,000, in which not one sale has been made during the year. Some of the towns have 5,000 or 10,000 or 25,000 or even 50,000 population with no sales. With such data you can find the weak spots and go after them. You can't do it when your records are based on a list of alphabetically arranged counties—they don't give you a true visualization of a district.

Then, again, you get the various "Population Distribution" books in front of you and you find that most of them group their population by the size of the towns—so many towns in the State of 2,000 to 5,000 population. So many 5,000 to 10,000—10,000 to 25,000—25,000 to 50,000—50,000 to 100,000 and cities over 100,000 population. But that is not the way a sales force covers a State. What good does all that endless tabulation of figures do? It misrepresents facts many times. The least you can say is that it is misleading.

An advertising agency is not worthy of the name if it is not practical. The advertising agency cannot understand the successful marketing of goods if it does not have firmly in mind the practical processes by which the orders for goods are obtained.

When the advertising agency does understand marketing details, then it is better fitted to handle local or national advertising in ways that will get the maximum cooperation from the sales force. Without this cooperation the advertising will be far less productive.

Very truly yours,

M.R. Gould Company

Advertising Agency

Charter Member A.A.A.A.

After March 1st
454 Fourth Ave., N. Y.

The next letter in this series will appear in PRINTERS' INK issue of Mar. 1.

***Let Farm and Home help
pass along the facts
about rural credits
to your dealers***

There is every indication that within the next few weeks the U. S. Government will have adopted a rural credit policy which will place farmers more nearly on the same basis as other business men in the financing of their operations.

When this is done it is of the utmost importance that every farmer—and every manufacturer and dealer who seeks farm trade—know just how the various credit plans will “work.”

In order to make the whole thing as plain as A. B. C. to his readers, the Editor of *Farm and Home* (for over thirty years one of the foremost

advocates of the plans now before Congress) told in the March issue just how to take advantage of their provisions.

Thousands of reprints of this article are being sent to manufacturers who want them for their dealers.

Farm and Home is glad to make this contribution in order to assure the greatest possible benefit to domestic commerce from the rural credits legislation—*this year*.

Send for one of these reprints and let us know how many you want for your dealers.

FARM AND HOME

The National Magazine of Rural Life

DAVID R. OSBORNE, Advertising Manager

PHELPS PUBLISHING CO., Publishers

WILLIAM A. WHITNEY, Advertising Counselor

SPRINGFIELD, MASS.

5 South Wabash Avenue, Chicago

J. Lewis Draper
Western Manager

456 Fourth Avenue, New York

J. W. Hastic
New York Manager

Feb. 15, 1923

HIGHWAY Lighthouses



Advertising Face

*Your Lighthouse
advertising renders
a public service.*



SERVICE

UNION COUNTY
TRUST CO.
Elizabeth, N.J.

Signal Face

HIGHWAY LIGHTHOUSE CO.
ELIZABETH, NEW JERSEY

The "King System" vs. the "Conference Method" in Industry

A Discussion of the Advantages and Disadvantages of These Two Methods

GENERAL ELECTRIC COMPANY
SCHENECTADY, N. Y.

Editor of PRINTERS' INK:

I wish reference to articles that discuss the work of an advertising department in regard to the following:

FIRST: The advantages and disadvantages of having our work done after a conference of the men in the department.

SECOND: The advantages and disadvantages of giving a single man a proposition and letting him work it out alone.

I trust that this information will be specific enough to enable you to give us the assistance which we ask. You may be sure that your co-operation in the past has always been very helpful.

GENERAL ELECTRIC COMPANY,
W. A. BOWE.

THE specific questions asked by Mr. Bowe have been covered in PRINTERS' INK incidentally under subjects such as the organization of an advertising department, but in connection with many other details. The advertising department is an integral part of any industry, and the details of its organization depend upon company policy generally. The advantages and disadvantages of the conference system in industry is a decidedly broad field of inquiry. We have asked several business men their views on this subject, and are glad to set them down, together with our own.

The president of a successful manufacturing company said, discussing one-man rule as opposed to the conference system in any department: "The King idea is being as thoroughly discredited nowadays in business as it is almost everywhere else in the world. About the only kind of business that is being run today as a one-man proposition is the crossroads country store. As soon as the business gets to be at all sizable it must take into consideration the various factors within the organization which will be affected by any given decision. And a decision upon credit, advertising, sales or finance all affect

other departments. I believe that any man who insists that the head of a department should have full and absolute authority upon a matter of policy is barking up the wrong tree. He is insisting again upon the old days of a 'one-man only' business which has been forgotten along with the hoopskirts and horse cars of a day that is no more.

"I would no more think of sitting down in my office and deciding right off the bat to put out three new models of my machine or to make some drastic changes in my sales or distribution methods without calling in people around me who know the various phases of our business, than I would of buying a new kind of washing machine or kitchen cabinet without getting my wife's advice on it. A man who used to thunder around a plant, set his jaw and say, 'Do things this way or out you go' is being displaced by the man who consults with the key man in his organization. He gets the advice of everyone who can help him before he puts a new policy into effect."

This particular man does not have a great many useless conferences around his plant either. It is his plan to take up in an off-hand way during business hours with the men who head the various departments, matters which affect the whole business vitally. Another man asked whether he believed in one-man decisions suggested that trying to do it all himself, whether the man was purchasing agent, sales manager, vice-president in charge of production or the president himself was hurting a great many businesses.

This man said, "In order to have a policy worth while it must be believed in by most of the men who have to carry it out. The best way to get them to believe in it is to consult them about it

beforehand. When we make any decision in our plant we like to share the responsibility, and thus share the co-operation which is necessary to put any changes of policy over with the best possible effect. To get the loyalty of a whole department back of an idea no one man should make arbitrary decisions on matters of fundamental policy. The advertising manager who insists that he should have final authority in all matters of advertising is, it seems to other executives, trying to put advertising on a different plane than other important departments of the business. The credit man doesn't have final authority nor the financial man, nor the vice-president in my concern," said this individual, "so why should a single man have final authority on such an important thing as advertising unless he wishes to consider his job as something apart from the main policy of the business? The credit manager in our organization has greatly improved the efficiency of his department by consulting with the sales manager before he makes any drastic changes in our list of accounts. If he considered himself supreme in his department and made his own arbitrary decisions he would be hurting the whole business."

CO-OPERATION IS SECURED IN ADVANCE

The obvious advantages of the conference method of getting work done is that it secures co-operation and loyalty in advance. The obvious disadvantages are that conferences, if they are too formal, take up a great deal of valuable time which might be spent in productive effort. The advantages of giving a single man a proposition and letting him work it out alone is that he often does it more quickly. The disadvantages of this plan are that the people who have not had their ideas consulted beforehand are not, naturally, so enthused about the plan as they would have been otherwise.

These two questions are well answered in a plan by which a

big manufacturing company in Ohio solves this problem. This company has many different selling plans for different products. It arranged its plans so that personal prejudices after the decision is made don't count, by having the decision made in the first place by a board instead of by an individual. The object is accomplished by a system of interlocking committees which have been carefully developed. There is an executive committee, which is the senior committee; an advertising committee, a sales committee and a number of minor committees such as office efficiency, etc. A member of the executive committee is a member of each of the two minor committees so that their deliberations may be conducted from knowledge of conditions in all branches of the business. The advertising committee, for example, cannot get off in a corner and draw conclusions which are at variance with something the producing department is planning. Similarly, one of the sales managers is on the advertising committee. A member of the advertising committee is on the office committee, and so on.

Thus each employee of the company in any executive capacity has something to do with the management outside of his own immediate department, and each gets a general knowledge of the whole business. When matters are brought up in one committee and carried forward to another, there is a member of the originating committee to explain the situation. When the executive committee finally passes on a question of policy, its members have personal knowledge of all the steps which have already been taken in the matter. There is every opportunity given for the expression of personal opinion, but decisions are made from the standpoint of the business as a whole.

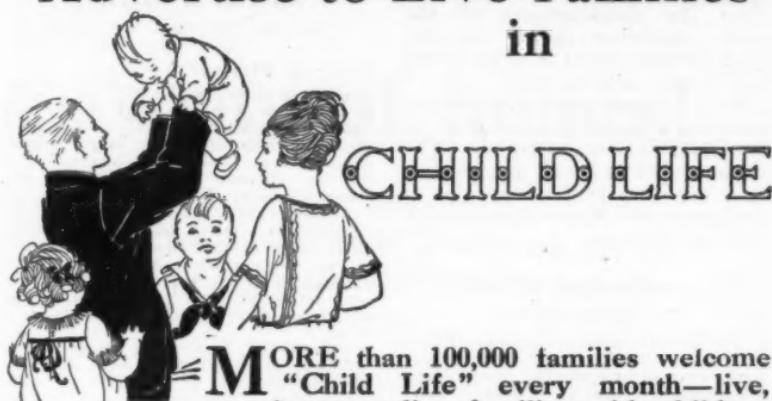
As many meetings are usually held at lunch time or after hours, company time is not wasted in a long period of useless deliberation. The advantages of a con-

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Advertise to Live Families in



MORE than 100,000 families welcome "Child Life" every month—live, growing, spending families with children in them. Not a day passes but what they purchase or consider the purchase of some articles needed in the care of their youngsters. They appreciate and select the best, especially when the children are concerned.

Talk to the mothers of such families by advertising in "Child Life." The mother is the one who does the buying. You get her attention in the happiest possible way by advertising in "Child Life." She is sensitively attune to the needs of her little ones when she is reading to them out of the wealth of rhyme and story in "Child Life." Advertise in "Child Life" all that is needed in the care and education of children—clothing, toilet goods, nursery furniture and books and toys.



Write to-day for rates, detailed information and a copy of "Child Life" to look over.

RAND McNALLY & COMPANY

Publishers

536 S. Clark Street, Chicago

Mothers who *select* read
"CHILD LIFE" to their Children



ference system are so great in securing co-operation that it would seem the disadvantages of the plan, consisting mostly of the time element, could well be ironed out in any organization.

Real harmony and co-operation among all the working forces of an industry are essential. The exchange of opinions and conference decisions lead to the sort of co-operation that works.—[Ed. PRINTERS' INK.]

Why a Produce Wholesaler Advertises

The Neitert Produce Company, Evansville, Ind., wholesale dealers in car-load lots of perishable commodities, used a quarter page of newspaper space to tell the public why it advertised when it sold nothing direct to consumers. The reasons set forth in this copy may be summarized as follows: The grocer who advertised usually featured other things than kale greens, for instance. So if greens were to be disposed of within the reasonable time in which they will keep fresh, the public had to be told before the grocers were stocked. Thus the advertising from which public and grocers, competitors and advertisers alike, reap benefit, and which expedites the movement of greens to the ultimate consumer.

Johns-Manville Plans Broad Dealer Campaign

Dealer advertising that costs the dealer nothing is planned by Johns-Manville, Inc., New York, manufacturer of brake lining and other automobile accessories. In business-paper copy the company describes a campaign to begin this month in newspapers. Each advertisement will bear the name of the local Johns-Manville brake lining dealer without expense to him, and will urge motorists "to drive 'round to your place now and at regular intervals in the future to have their brakes inspected. This cannot fail to bring you a great number of new customers," the business-paper copy points out.

New Account for Philadelphia Agency

The F. J. Stokes Machine Company, Philadelphia, has placed its account with H. Arthur Engleman, advertising agent of that city. Business papers and direct-mail advertising will be used.

Joins Pacific Coast Agency

R. J. Prohaska has joined the art department of K. Leroy Hamman and the Johnston-Ayres Company, Inc., affiliated San Francisco advertising agencies.

Another Reason for the Failure of Day & Martin

MUTUAL SERVICE CORPORATION
NEW YORK

Editor of PRINTERS' INK:

I knew Day & Martin very well at one time. In the days of the old "spit and polish" blacking, they shared the field with one other large British manufacturer. (The "Warren" of Charles Dickens' day had faded out years before.)

While it is probably true that discontinuance of their advertising was the final cause of their downfall, I believe it was their resolute adherence to the old-style blacking, long after the newer and better polishes had dominated the field, that hurt them as much as anything.

Advertising is a great power but it will not long suffice to keep alive an obsolete product in the face of such competition. The protagonists of the new polishes were among the most aggressive of British advertisers and it is little wonder that "D. & M." as they were affectionately known, should have at last succumbed to such a combination. Rather, the wonder is, they lasted so long.

There is a lesson here for every manufacturer—keep your eye on your competitor's product as well as your own or some day he will beat you out of your own market.

MUTUAL SERVICE CORPORATION,
AUSTEN BOLAM.

National Cloak and Suit Company Reports Profits

The National Cloak and Suit Company, New York, reports net sales for 1922 of \$45,357,566 as compared with \$37,481,210 in 1921; \$47,704,428 in 1920, and \$39,449,985 in 1919. Net profits after a bonus to employees, Federal taxes and other charges, amounted to \$1,790,617, in contrast with deficits of \$2,439,902 in 1921 and \$1,349,917 in 1920, and a profit of \$1,649,133 in 1919. In the number of orders received, all prior records were surpassed with 7,620,098 in 1922, as compared with 5,512,405 in 1921, 6,038,269 in 1920, and 5,667,132 in 1919.

A New Straw Hat Slogan

The National Association of Straw Hat Manufacturers of America has adopted a new slogan, "Every man should wear at least three straw hats," which will be used in straw hat advertising during 1923. The slogan previously used was: "A straw hat for every occasion."

The Wilson List Appoints U. S. Representative

The Wilson Publishing Corporation of Toronto, Ltd., publisher of the Wilson list, has appointed the C. L. Houser Company, New York, as its Eastern representative in the United States.

A city of homes!

ONE hundred and forty-one thousand families in Cincinnati live in homes. Forty thousand of these families own their own homes!

A city of homes — a city of homeowners. A city of people who have money to buy; people who are regular, consistent buyers — the kind of buyers you have only to sell *once*.

And in Cincinnati there is a "home newspaper," the **TIMES-STAR**, which goes into four out of five of these 141,000 homes.

A dominant home atmosphere — a dominant home newspaper.

Naturally, local and national advertisers use more display space in the **TIMES-STAR** than in any other paper, even including those with Sunday editions.



CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher*

C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

Departmen Discover Small Town

New Figures for Nation

In cities over 10,000 population, -	44,712,856 (42.3%)
In towns under 10,000 population,	29,383,495 (27.7%)
Living on farms,	31,614,269 (29.9%)

The New Discovery

Census figures showed 42,436,776 living in *unincorporated towns* and on farms.

Department of Commerce figures show 31,614,269 people living actually on farms. This gives a new figure, therefore, of 10,822,507 living *in* unincorporated small towns.

These people are, in a real sense, small town people and should be approached as such.

People's Popular Monthly

Des Moines, Iowa

Men of Commerce serve 10,822,507 More New People

North Central States

In cities over 10,000 population, -	14,571,910 (42.8%)
In towns under 10,000 population,	9,362,653 (27.5%)
Living on farms,	10,085,229 (29.6%)

The Small Town

Is a substantial proportion of the population.

Is the gateway to the farm.

Demands special sales effort.

Responds favorably to national advertising.

Responds only to special circulation effort.

Is reached forcibly in the Middle West by

People's Popular Monthly

Des Moines, Iowa

New York Advertising Club to Have New Home

THE New York Advertising Club, which for some time has been considering plans and sites for a new clubhouse, has definitely decided that it will have its new quarters at 23 Park Avenue, the northeast corner of Park Avenue and Thirty-fifth Street.

Through its directors and building committee it has purchased the property on that site, a five-story residence, at a price of \$277,500. An initial payment of \$10,000 has been made, and will be followed by a second payment of \$40,000 at the time of closing title on May 14, 1923. The remaining part of the purchase price, \$227,500, will be covered by the purchaser taking a purchase money mortgage for one year from May 14, 1923. It is estimated that the entire investment will approximate \$500,000. The difference between this sum, \$500,000, and the purchase price of the property, \$277,500, which is \$222,500, will be spent for alterations and furnishings.

The property was purchased in the name of the Audubon Realty Corporation, formed with a capital stock of \$100,000, divided into 1,000 shares of \$100 each. The New York club has purchased 100 shares thus far and will purchase additional shares as the needs of the operation require. The club will be the sole stockholder of the realty company. The officers of the realty company are: Frank Presbrey, president; C. K. Woodbridge, vice-president; George Ethridge, treasurer, and John N. Boyle, secretary.

The funds for the new clubhouse will be derived chiefly from the sale of one-hundred-dollar certificates, the purchase of which is required of members. At present the membership of the club is slightly in excess of one thousand. It is planned to increase this figure to 2,500 by an intensive membership drive.

How the Liquid Veneer Family Will Be Advertised

The Buffalo Specialty Company has begun an extensive advertising campaign on its products, Liquid Veneer, the Liquid Veneer Mop, Liquid Veneer Mop Polish, Radiator Neverleak and Rat-Nip.

An eight months campaign on the Liquid Veneer products begins this month in a list of 16 national magazines. The copy will run from quarter pages to full and some color pages will be used. Farm papers will be used for eight months to advertise Rat-Nip. Radiator Neverleak copy running from five inches, single column to quarter pages, will be placed in automobile trade papers and three general magazines.

A direct-mail campaign to 100,000 retail dealers and jobbers announcing the magazine campaigns is just being completed.

Made Advertising Manager of Brunswick Company

David B. Miller has been made advertising manager of the Brunswick-Balke-Collender Company, Chicago, manufacturer of phonographs, automobile tires and bowling alleys and equipment. He has been with the Toledo Metal Furniture Company, Toledo, O. Mr. Miller succeeds S. J. Turnes who has been appointed assistant sales manager of the Yellow Cab Manufacturing Company, Chicago.

H. L. Simmons Returns to Snodgrass & Gayness

H. L. Simmons has returned to Snodgrass & Gayness, Inc., New York advertising agency. He had been associated with that agency two years ago. Mr. Simmons at one time was with N. W. Ayer & Son.

Stuart Gayness, secretary of Snodgrass & Gayness, Inc., has become president and treasurer, succeeding Rhey T. Snodgrass, resigned.

"The North American" Appoints John B. Woodward

John B. Woodward, publishers' representative of New York, has been appointed Eastern advertising representative of *The North American*, Philadelphia.

Kurtz Wilson and P. J. Seraphine, who have been with the Eastern office of *The North American* for many years, are now members of the staff of John B. Woodward.

Dentifrice Account for St. Joseph, Mo., Agency

The Guenther-Glaze Advertising Agency, St. Joseph, Mo., has recently secured the advertising of the Pyrea Co. of Kansas City, Mo., maker of Pyrea Dental Cream. Newspapers in the Kansas City trade territory are being used for the initial campaign.

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Open Letters to Advertising Agents

The NATION'S BUSINESS



Published by

*The CHAMBER OF COMMERCE of
the UNITED STATES of AMERICA*

Washington

February thirteenth
1923.

Dear Mr. Holden:

Printers' Ink Weekly and Monthly both say that business men are turning to Washington as never before for important business information.

They are absolutely right!

Nothing indicates it more certainly than the way leading executives are reading The NATION'S BUSINESS today as compared with four years ago.

Here are the facts:

1919 - 26,379 subscribers
1920 - 40,912 "
1921 - 75,500 "
1922 - 87,000 "
February 1st. 1923 - 90,000 "

When organized American business undertakes to apply the best government information to business and make it universally available and helpful - such a response from business men is inevitable.

And when advertising announcements are being prepared for the business market there can be few things more important than a strong showing before such an audience.

With heartiest good wishes.

Mr. Ralph Holden, Pres.,
Calkins & Holden,
New York City.

Victor Whitlock
Victor Whitlock
Director of Advertising.

FROM THE NATION'S BUSINESS

*If Your Product Sells
Through Drug or Department Stores—*

A New Way to Test Advertising Copy

DOES each of your advertisements pay its way in sales?

Not to *know* that *every* advertisement in your campaign is producing its quota of business is to chance the possibility of poor copy eating up the profits from good copy.

The fact that your campaign *as a whole* has produced business at a profit is not enough. Out of forty advertisements, twenty may be creating practically all the sales.

Think what the 20 unprofitable advertisements are costing you and what you could save if you knew how to find and eliminate them!

The way *has* been found. We have succeeded in working out a method that enables us at small cost to know the sales power of every advertisement in any campaign on products selling through drug or department stores.

There is no guesswork about the results. They are before us in cold undeniable sales figures.

An advertisement that sells merchandise representing but half its cost compared with one that the week before sold three times its cost is quickly eliminated.

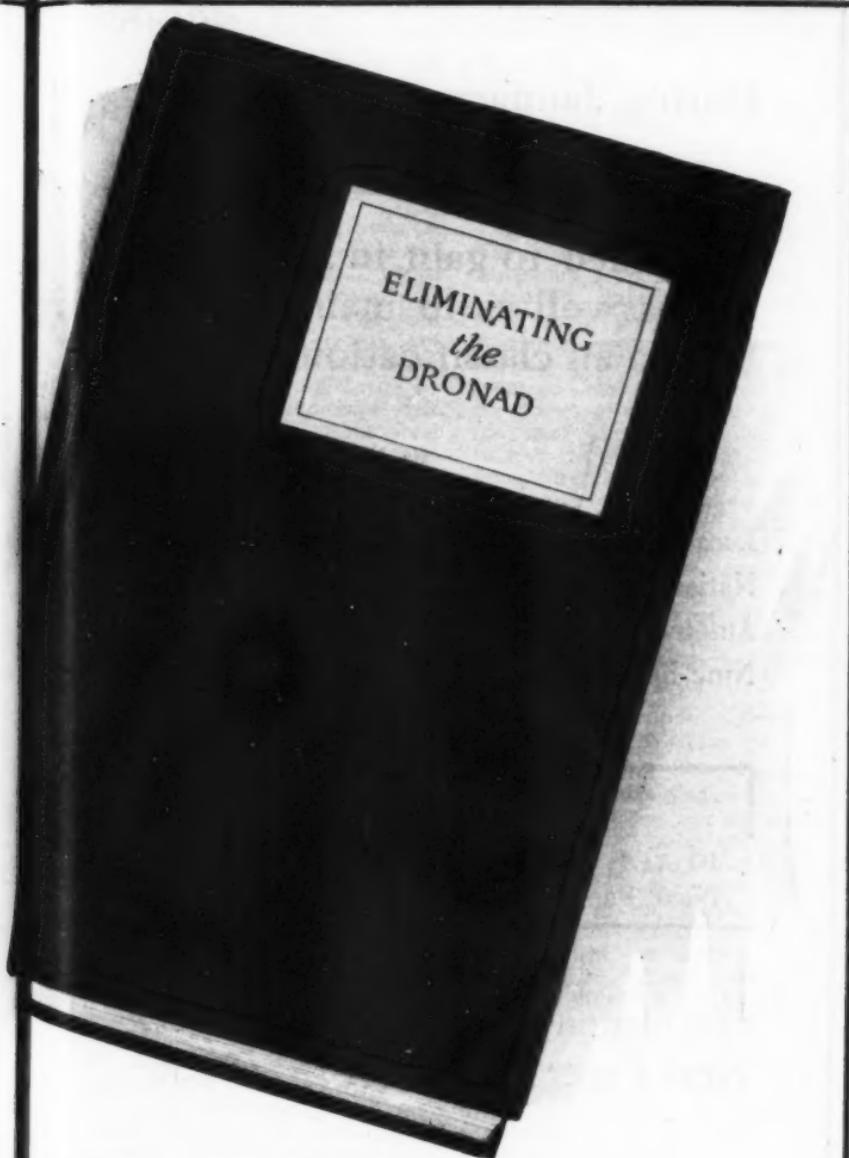
This plan is a new departure and represents, we think, one of the biggest recent forward steps in advertising.

If you sell through drug or department stores, send for our new book "Eliminating the Dronad." It is just off the press and explains this new plan. No obligation. Please use business letterhead.

Feb. 15, 1923

PRINTERS' INK

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Ruthrauff & Ryan Inc.
Advertising

New York: 404 Fourth Avenue *at 28th St.*

Chicago: 225 North Michigan Avenue

During January, the
TOLEDO BLADE

continued to gain in advertising as well as to maintain its lead in all classifications.

	BLADE Next Paper	
	LINES	LINES
Local Advertising	758,660	482,930
National "	162,844	101,241
Automobile "	29,855	15,432
Nine Leading Stores	300,198	212,593

As already announced, the total advertising lineage for 1922 was

BLADE	12,913,838	lines
Next Paper	9,029,750	"

Circulation of the **BLADE** 100,317
Next Paper - - - - - 65,836

Paul Block INC.

National Advertising Representatives

New York Chicago Boston Detroit

Taking the "Convention Exhibit" Out of the Rut

Showing Spring Styles on Living Models a Big Feature of the Shoe Retailers' Convention

By S. C. Lambert

A REGULAR standing item in the budgets of most manufacturing concerns is that which refers to "exhibits at conventions, etc." It is not always expressed in the same form of words, but it is generally there, and strict candor would in the majority of cases procure the admission that it is regarded much as the fond mother regards the measles or the whooping cough: a necessary evil to be mitigated as much as possible, but scarcely to be avoided.

To be sure, there are a number of noteworthy exceptions, and in some industries the regular annual convention of dealers, or exposition to which the consuming public is invited, is an important feature of the year's activities. None the less it is true that the general run of manufacturers are inclined to regard the convention exhibit as a means for placating the trade, rather than a solid business proposition, and the advertising manager who must charge the expense against his appropriation is likely to indulge in sundry remarks in the privacy of his own department.

Putting the exceptions above noted at one side, it generally happens that convention visitors are not in the buying mood; there is too much junketing and skylarking going on to allow serious consideration for real selling arguments; and the salesmen detailed to convention duty could spend their time to better advantage in their territories, or at the home office. Some manufacturers, indeed, have the hardihood to decline all invitations to exhibit at conventions, but for the most part the routine of decorating a booth and detailing salesmen is followed year after year, on the ground that it is an unavoidable selling expense.

Be that as it may, however. The fact remains that every now and again some manufacturer, or group of manufacturers, breaks away from the traditional commonplace, and puts the convention exhibit on the calendar as a real event of some consequence. The exceptions already noted are for the most part evidence of what follows from the application of some originality to the proposition. And one of the most glittering of them—the annual exhibit of new styles at the National Shoe Retailers' Association convention—is worth some detailed comment as an instance of what can really be done with a convention exhibit when somebody thinks it worth real thought and effort.

CONVENTION TRADITION IS UPSET BY SHOE RETAILERS

The shoe retailers' convention is held in early winter as a rule, well in advance of the spring selling season. For a number of years it traveled along the traditional path of conventions, without arousing any excessive enthusiasm on the part of the manufacturers who were invited to exhibit their "spring styles." Some did exhibit, and some didn't; a few transacted a goodly volume of business while the rest grumbled about the expense; some came back next year and others stayed away; quite after the approved and perfunctory order of things. Then, four years ago, a group of manufacturers in co-operation with the leading spirits of the association staged an innovation in the line of exhibits which has had a potent effect in upsetting tradition. The shoe retailers' convention has become one of the "big" conventions of the year, taxing the facilities of such large exhibition halls as the Coliseum at Chicago, or the

Mechanics' Building in Boston. Briefly, the innovation in question consisted in borrowing an idea from the Parisian dress-makers and exhibiting the new spring styles on living models. The Committee on Styles, in co-operation with the manufacturers aforesaid, built a runway down the centre of the hall after the fashion of the popular music halls, hired a number of models not unblissed with pulchritude, fitted them with the sample shoes provided for the occasion, and let them parade at a convenient elevation for the display of such charms as happened to be present. Intended originally as little more than a convention "stunt," the performance stirred up so much enthusiasm that it had to be repeated the following year, and has become a standard feature of N. S. R. A. conventions. Indeed, this feature has become so popular that at this year's convention at Chicago, January 8-11, the "Style Review," instead of remaining a single event, was scheduled for two performances every day of the convention, at 4:30 and 8:30.

Some idea of the importance which is attached to this feature may be gathered from the time and effort that is spent upon its preparation, not to speak of the incidental expense incurred by the sixty-five manufacturers who are co-operating in the work. The preparations for the 1923 review began, as a matter of fact, immediately upon the close of the 1922 convention, and included the designing of an entirely new decorative setting for the Coliseum; the building of a new runway, 700 feet long and six feet wide encircling the balcony; the installation of special lighting equipment; keeping detailed records concerning upward of 100 models, maintaining a "training school" where the whole performance can be rehearsed and individual models instructed, and so following.

The job of keeping track of the models is in itself no small one. The committee must have complete details, not merely concerning her personal charm of appear-

ance and manner, but exact foot measurements, together with full information regarding costumes, accessories, etc. The foot measurements alone present something of a problem, since models have been known to change materially in weight over a period of months, and the measurements taken in the hot days of July may not correspond with those of the following November. The following form, which must be filled out by each model, is interesting as showing the information which is required on the subject of costume:

Name of Firm—Slater & Foster.

Gentlemen:

I am Jane Doe and have been assigned to you as model by the management of the Footwear Style Revue, to be staged in connection with the National Shoe Retailers' Association in Chicago, January 8, 9, 10, 11, 1923. I can furnish the following costumes:

NEGLIGEE—Fuchsia crepe faille, black chenille ornaments.

STREET OR BUSINESS—1. Three piece suit—black caracul and black clokys.

2. Navy tricotine dress.

LUNCHEON—1. Dark brown satin crepe dress, orange girdle.

2. Black satin dress, black fur girdle.

SPORTS—Knicker suit of herringbone tweed.

MATINEE—1. Navy Roshanara crepe—hand blocked ("batik" colors) borderin.

2. White canton crepe dress.

3. Navy canton dress, scarlet, old gold and almond green beads.

DINNER—Orchid chiffon dress—gray and orchid hat.

THEATRE—Black Spanish lace dress.

SEMI-EVENING—Dance frock of jade green taffeta—black velvet ribbon and garlands of flowers.

FORMAL EVENING—1. Black sequin gown, fuchsia ostrich fan.

2. Coral velvet gown, silver lace and rhinestone bodice.

Other outfits to suit wishes of exhibitor.

This blank to be filled out in duplicate and mailed promptly to Edward Beck, director Footwear Style Revue, N. S. R. A., 2248 Michigan Ave., Chicago, Ill.

This year there were prizes amounting to \$700 for the "best costumes" appearing on the runway. These prizes go to the girls themselves.

Each model is assigned to a certain manufacturer, who chooses the styles of footwear he wishes to show. Two styles can be shown at each "performance," and as

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there are eight sessions in all, each manufacturer can show sixteen styles or may choose a smaller number and show them more than once. Every twenty feet along the runway is a pedestal about four feet high, draped in black velvet, on which is focused a high-power spotlight. As she reaches a pedestal, each model mounts to the elevated platform and turns around in different positions so that the shoes can be studied in detail. The assembled retailers make notes upon the styles which interest them, and actual orders can be placed at the manufacturer's booth on the exhibition floor below.

It seems to be the general opinion among the manufacturers who participate that the Style Review is a profitable investment. At any rate, it has become probably the most popular feature of the convention, and more time and money is being devoted to it each year. And it is barely possible, in the writer's opinion, that this breaking away from the hackneyed and the traditional may contain the seeds of suggestion for manufacturers in other lines.

Western Wholesale Grocery House in New Campaign

The John Scowcroft and Sons Company, Ogden, Utah, wholesale grocers, will conduct a campaign in the Mountain States, in which newspaper and business paper space, some poster, direct-mail and dealer display advertising will be used. This advertising will feature the company's Blue Pine food products, including teas, olive oil, spices, extracts, coffee and the like.

The campaign will centre around a new slogan: "Clean in the can and full of flavor." This slogan will have special reference to coffee on which the campaign will be concentrated at first. Efforts will be made to show that through quality, selection and blending of the berries and great care in cleaning and packing that a superior flavor can be obtained and the chaff practically eliminated.

The campaign will be directed by Stevens and Wallis, Incorporated, of Salt Lake City, Utah.

Yellow Cab Manufacturing Company Adds to Staff

C. S. McElwain has joined the staff of the Yellow Cab Manufacturing Company, Chicago, as sales promotion manager. He recently had been with Brooke, Smith & French, Inc., Detroit advertising agency.

J. R. Kathrens Extends His Society of Sunshiners

Joseph R. Kathrens, who has been engaged in advertising for many years, is writing a newspaper feature, under the name of "Uncle Joe's Society of Sunshiners." This is a public extension of a society which Mr. Kathrens long has maintained among his friends.

He was formerly advertising manager of the Pabst Brewing Company, Milwaukee, Wis., later becoming vice-president, in charge of the Chicago office of the H. E. Lesan Advertising Agency, Inc. After this work Mr. Kathrens directed the Old Faithful Exhibit of the Union Pacific Railroad at the Panama-Pacific Exposition at San Francisco.

Appoint Wallerstein-Sharton Agency

Farm papers are being used by the Nichols Copper Company, New York, to advertise a sulphate of copper preparation for killing insects on growing plants. The account has been placed with the Wallerstein-Sharton Company, Inc., New York advertising agency.

This agency also has obtained the account of the Scandinavian Western Importing Company, of New York, importer of tools. Business publications are being used for this account.

Robert L. Burch Joins Doherty Interests

Robert L. Burch, at one time business manager of the Chicago *Journal of Commerce*, is now associated with the Chicago office of Henry L. Doherty & Company, fiscal agents for the Cities Service Company, New York. He joins the recently created wholesale department of the Doherty company. Mr. Burch was formerly active in newspaper and publishing work at Chicago, St. Louis and Nashville, Tenn.

General Cigar Company, Inc., Reports Gain

The General Cigar Company, Inc., New York, manufacturer of Robert Burns, White Owl, Bobbie and Van Dyck cigars, reports net income, after charges and Federal taxes of \$2,732,209, as compared with \$2,113,885 for 1921. Gross earnings for 1922 amounted to \$8,775,360 as compared with \$7,724,610 in 1921.

Knickerbocker Shower-bath Account with Breytspraak

The Knickerbocker Manufacturing Company, Chicago manufacturer of the "Knickerbocker" shower-bath spray, has placed its advertising with the Victor C. Breytspraak Company, Chicago agency. Magazines will be used for this account.

No Place for Advertising on Radio Programme

WM. H. RANKIN COMPANY
ASSOCIATED WITH CHAS. F. HIGHAM, LTD.,
LONDON, ENG.

NEW YORK, N. Y., Feb. 9, 1923.
Editor of PRINTERS' INK:

I have read with a great deal of interest your very good editorial in this week's PRINTERS' INK.

I have had the privilege of broadcasting at which time I mentioned advertising. In the hands of any other company besides the American Telephone & Telegraph Company, I would say it would be dangerous, but I have so much confidence in the men who guide the Radio Department of the A. T. & T. that I am sure they will never misuse it.

I have spent considerable time myself investigating this, and, as I said before, I have used it; I have paid for it, have had my customers broadcast, and have recommended it to advertisers. I positively know that when properly used, it can be made to help newspaper, farm paper, magazine, street car, billposting and all branches of advertising. It is not a competitor, and never will be. It would be a splendid adjunct—just as the American Telephone and Bell Telephone are to advertisers and salesmen—to business men.

I should like to have you go down with me some time to the Broadcasting Station of the American Telephone & Telegraph Company, and meet Mr. Harkness, the manager of that department. I would like you to know him as I do—to know his aims, his ideals and his plans, and I am sure he will make you as enthusiastic a booster for radio advertising as he has made me.

WM. H. RANKIN COMPANY,
WILLIAM H. RANKIN,
President.

THE issue seems to be very clear-cut. Mr. Rankin asserts that Radio advertising is a superior medium. PRINTERS' INK asserts that it is not.

Some years ago a great protest went up from the public against the practice of stuffing bulky and cheaply printed circulars into private letter-boxes. People didn't like that kind of advertising—they called it a nuisance—and their resentment reacted unfavorably upon the advertisers.

A family which has invested \$250 in a Radio outfit expects to be entertained with high-class music or with the witty after-dinner speeches of famous public

men. PRINTERS' INK listened in to Mr. Rankin's recent broadcasting effort and failed to recognize it as coming under either of these heads.—[Ed. PRINTERS' INK.]

Radio Advertising Coupled with Press Agentry

SYRACUSE, N. Y., Feb. 10, 1923.
Editor of PRINTERS' INK:

Advertising by radio parallels very closely the unholy activities of the press agent. In each case there is an attempt to jimmy a message into the public consciousness by unfair means.

The printed advertisement is an open-and-above-board appeal for business. It is signed by the advertiser and does not pretend to be something which it is not. Furthermore, the advertiser in publications is a benefactor in that the price he pays for his space very greatly reduces the cost of reading matter to the public.

But the radio advertiser and the press agent attempt to pre-empt front seats without first having visited the box office. It isn't pretty, it isn't ethical, it isn't nice business for any high-minded concern to be engaged in.

Thousands of dollars' worth of radio equipment have been sold to the public on the promise that it will give access to high-class musical entertainment. Farmers' families in remote sections, bed-ridden invalids, people of all stations in life, expect the promise to be redeemed. They will resent disguised advertisements reaching them by radio.

As I see it, radio is a public utility. No one has a right to monopolize the ether waves for his own selfish benefit.

I hope that PRINTERS' INK, having declared its opposition to radio interlopers, will keep after them as strenuously as it has done in the case of fraudulent advertisers and the all-too-clever press agents.

S. F. B. SCHOONMAKER.

Condemns Advertising by Radio

NEW YORK, N. Y., Feb. 9, 1923.
Editor of PRINTERS' INK:

I want to endorse most heartily your vigorous editorial entitled "Radio an Objectionable Advertising Medium."

If an advertiser wants to get himself thoroughly disliked, I cannot think of a more effective way of accomplishing such an object than to broadcast praise of his wares through radio. Furthermore, if persisted in, it will bring advertising itself into contempt with the public. Radio is perhaps the most wonderful of all latter-day inventions. It should be kept strictly to its original purpose of entertainment or the transmission of essential messages, and not be commercialized.

Whoever it was that persuaded the American Telephone and Telegraph Co. to accept spoken advertisements at the rate of \$100 for ten minutes, he was

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SAN FRANCISCO THE BULLETIN

is well known by those advertisers who check results. The largest stores use more space in THE BULLETIN than in any other San Francisco newspaper. No advertisers have the same opportunity to check results that these large stores have.

SINCE 1855

THE BULLETIN has always represented stability and strength. Its readers are of the same permanent character. Advertisers who have the opportunity of checking results know this. They have learned by actual experience.

Boston Globe
Baltimore Sun
New York Times

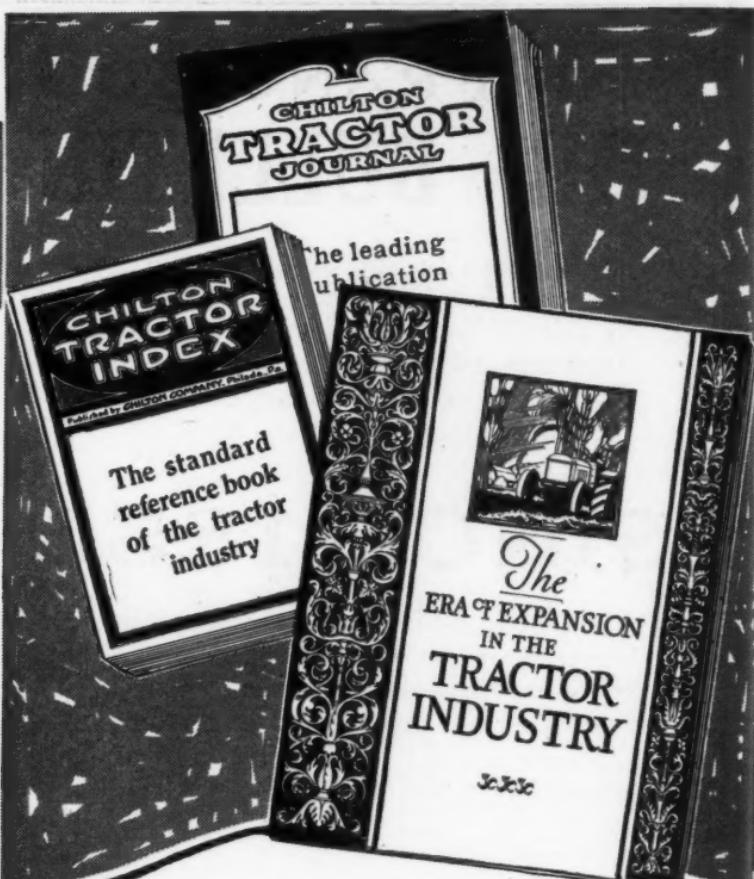
Philadelphia Public Ledger
St. Louis Globe Democrat
San Francisco Bulletin

Minneapolis Tribune
Des Moines Register and Tribune

Guy S. Osborn
Incorporated
Tribune Building, Chicago

Detroit Office:
Ford Building

St. Louis Office:
Globe Democrat Building



WHILE the edition lasts, a copy of this handsome 16 page 9 x 12 booklet will be sent any executive requesting same on the letterhead of a firm engaged in the power farm implement business or of an advertising agency handling such accounts. Please mention Printers' Ink.

The Era of Expansion *in the* Tractor Industry

THIS is the title of a booklet recently issued by our Commercial Survey Department. It shows the tractor industry has reached the turning point and is on the verge of a real era of expansion.

Convincing facts and figures are given to show the great market that exists for tractors in agricultural, industrial and highway work and that it has been only 20% covered to date.

Covering this market requires an adequate dealer organization. This can be obtained by the use of two publications—the Chilton Tractor Journal and the Chilton Tractor Index.

The former is a monthly publication devoted to the upbuilding of the tractor industry. Its constructive editorial matter and comprehensive information have obtained for it a large following among the most progressive men in the trade. These men are responsive to advertising.

The INDEX is a semi-annual publication, having a guaranteed annual circulation of 25,000 copies. It goes to all known quantity buyers in the tractor industry and is used by them for buying purposes.

The two publications give a complete and effective coverage of the buying power of this great industry. Detailed information about them will be sent on request.

Chilton Company
Market & 49th Sts., Philadelphia, Pa.

ill-advised and the company should drop him overboard as expeditiously as possible.

Last night the Vice-President of the United States journeyed from Washington to New York to deliver an important speech which was broadcast by the Westinghouse Co. of Newark (WJZ). I had never heard Mr. Coolidge talk and had invited friends to listen to his message. But we had to give it up because the American Telephone and Telegraph Co. (WEAF) chose the same hour to broadcast the efforts of an indifferent singer. The latter station was so powerful that the Vice-President's remarks were drowned out. Now if the interference had come from an advertiser, you can imagine how eager we would have been to rush out and buy his silk hosiery or vacuum cleaner.

There are plenty of good mediums where the publishing of an advertisement does not interfere with the public's pleasure. Let radio alone, and if necessary, let Uncle Sam suppress those stations which aspire to get rich quick through hiring themselves out for advertising purposes.

I am glad to see PRINTERS' INK get after offenders, even though they occupy high places.

EDWARD B. WHITE.

Trust Company to Broadcast Quotations and Music

Among several announcements of the use of radio for commercial purposes that have come to PRINTERS' INK, is that of the Minnesota Loan and Trust Company, Minneapolis, Minn. This company in a printed pamphlet says it will inaugurate a radio programme at station WLAG on April 27, broadcasting daily the market quotations from several cities on potatoes, grain, livestock, butter, eggs, poultry, stocks, bonds, foreign exchange, et cetera, and an entire evening's musical programme at weekly intervals.

New York State Newspaper Advertising Men to Meet

Advertising managers of New York State daily newspapers will meet at Syracuse Tuesday, February 27. Officers of the association are: President, Frank A. Wood, Rochester *Times-Union*; secretary-treasurer, Russell C. Harris, Utica *Daily Press*; directors, A. P. Irving, Glens Falls *Post-Standard*, L. S. Chubbuck, Binghamton *Press* and H. W. Fischer, Watertown *Standard*.

Philadelphia Agency Adds New Accounts

The James R. Kendrick Company, White Haven, Pa., manufacturer of Kenlastic, knitted elastic for corsets, and the White Haven Knitting Mills, White Haven, Pa., manufacturers of children's underwear, have placed their accounts with Jenkins-Martin, Philadelphia advertising agency.

Missouri Press Association Plans to Advertise State

Plans for a campaign to advertise Missouri to the outside world were presented before the delegates attending a meeting of the Missouri Press Association held at St. Louis on February 10. The campaign was proposed by a committee from the Northwest Missouri Press Association of which Fred W. Mitchell, of the Excelsior Springs, Mo., Standard, is chairman.

The purpose of this advertising will be to bring public attention to the many advantages of the State of Missouri, industrial, agricultural, climatic, scenic and educational. The association will invite the co-operation of civic bodies, public utilities and industries in conducting such a campaign.

The officers of the association are: Dwight H. Brown, Poplar Bluff *American*, president; Howard R. Spencer, Princeton *Telegraph*, treasurer; Miss Anna E. Nolen, Monroe City *News*, secretary, and J. S. Hubbard, executive secretary. The following are members of the executive committee: E. Lansing Ray, St. Louis *Globe-Democrat*; J. F. Hull; C. L. Hobard; H. J. Blanton, Monroe County *Appeal*; C. W. Fear, Missouri *Trades Unionist*; Bernard Finn, Sarcoxie *Record*, and Howard Denman of Washington.

C. B. Voorhis Retires from Nash Motors Co.

C. B. Voorhis, vice-president and director of sales for the Nash Motors Company, Kenosha, Wis., retired from active service with that company last week. Earl H. McCarty, who has been Nash sales manager for the last year, will succeed Mr. Voorhis. Mr. Voorhis has been in charge of Nash sales since the company was organized and was prior to that time general sales manager of the Oakland Motor Car Company. He will retain an interest in the Nash company and in a number of its distributing organizations.

National Campaign Planned for Tobacco Account

A national advertising campaign is now being prepared by the Patterson Bros. Tobacco Corporation, New York and Richmond, Va. In addition to advertising its "Qued" smoking tobacco, "Life" cigarettes and other brands, this campaign will introduce several new products of the company.

This advertising will be directed by Snodgrass & Gayness, Inc., New York advertising agency.

J. Vinton Stowell with The Welanetz Company

J. Vinton Stowell, who was recently with the Poster Advertising Company, New York, is now with The Welanetz Company, Inc., advertising art, also of New York.

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How Teachers Spend Their Summers

**34% Attend Summer School
25% Travel
25% Work as Agents**

One issue of Normal Instructor last year carried the advertising of :

Columbia School of Music	Valparaiso University
Northwestern University	University of Chicago
Chicago Normal School	Detroit Conservatory
New York University	Oskaloosa College
and eight other summer schools	

Chic. Mill. & St. Paul	Canadian Pacific Rockies
Canadian National	Hudson River Day Line
Grand Trunk Railway	Union Pacific System
Baltimore & Ohio	Bowring & Company
Furness Bermuda	Grace Dodge Hotel
C & B Line	Royal Blue Line
Ward Line	C. B. & Q.
Minnesota Land & Attractions Company	
Yosemite National Park Company	
Denver Tourist Bureau	

The same issue also contained numerous advertisements of :

Summer employment offered to Teachers to sell Bibles, Books, Maps, Supplies to School Boards, Foods, Clothing, Silks, Insurance, Leather Goods, Household Equipment, etc.

Circulation of Normal Instructor guaranteed 150,000. Line rate 80 cents. Pages \$500. This is only \$3.33 per page per thousand of circulation.

*April issue closes
February the 25th*

**F. A. OWEN PUBLISHING CO.
DANSVILLE, N. Y.**

CHICAGO OFFICE
910 South Michigan Avenue
C. E. Gardner
Advertising Manager

NEW YORK OFFICE
110 West 34th Street
George V. Rumage
Eastern Representative

NORMAL INSTRUCTOR and PRIMARY PLANS

For Teachers of All Grades and Rural Schools

POSTER ADVERTISING



TISIN INC.

Never let a cold
get start -

VICKS VAPOURUB

nothing - just rub it on

JAS USED YEARLY



A POSTER WITH SELLING POWER

Vick Chemical Co. of Greensboro, N. C., manufacturers Vicks Vapo-Rub, have added Poster Advertising to their campaign during the Fall of 1922 and Spring of 1923. No better commendation for Poster Advertising could be made than the fact that an advertiser of this calibre has adopted the Posterium to play a definite part in their campaign.

POSTER ADVERTISING CO., INC.

550 WEST 37TH STREET, NEW YORK

Outdoor Advertising Everywhere

Cincinnati
Akron

Richmond
Cleveland

Philadelphia
Atlanta

Pittsburgh
Providence

Milwaukee
Wilmington

Why Advertise?

THE basic aim of advertising is to make *sales*. That fact seems obvious. Yet a large majority of today's advertisers are putting very little, if any, sales force into their advertisements.

As a result the average advertiser is wasting a large part of his advertising appropriation—getting only a small percentage of the returns sound advertising is capable of yielding.

Manufacturers who are seeking more sales through advertising should get "FACTS." The aim and spirit of this publication is to show business men *how* they can make their advertising *sell more goods*. A nationally famous hat manufacturer (name and address on request) in commenting on a recent issue of "FACTS" said :

"I have got more sound merchandising information out of it than from any other publication I have ever read"

If you are a business executive, and would like to examine the next few issues of "FACTS," a request on your business letterhead will bring them to you without cost or obligation.

THE ODETS COMPANY

Merchandising Counsel  *Advertising*

225 FIFTH AVENUE NEW YORK CITY

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Some Economic Fallacies, Fancies, and Facts for the Advertising Man

Why the Advertising Man as Business Counselor and Prophet Must Understand the Forces That Determine the Character of Business and Finance

By Dr. W. F. Gephart

Vice-President, First National Bank in St. Louis

THE chief function of advertising is, in a purely economic or business sense, to find buyers for goods and to acquaint consumers with products. It must be evident that in his relations with the individual business man the work of the advertising man is prospective or anticipatory rather than retrospective. It is for this reason that the advertising man should be a profound student of economics. No one should more thoroughly understand the underlying operating forces which determine the character of business and finance. No one should be better able to analyze prevailing business forces and tendencies and thus be in a position to advise his patron as to his advertising policy for the future. In the highest sense the advertising man is a business counselor and prophet. Just as a good salesman neither sells his patron more goods than the market will absorb, nor fails to try to sell him sufficient goods to supply his customers, so the good advertising man will not lay out an advertising campaign for his client which present and prospective market conditions do not warrant. Thus, because he is an adviser on business policy, the advertising man should be free from the common fallacies which are always current in the popular mind in regard to conditions which determine prosperity and which usually surround such subjects as prices, credit and money.

It is a common fallacy, arising from both psychological and economic misunderstanding, that, because human wants are unlimited

in number and indefinite in variety, the market will take an unlimited amount of goods. There is no doubt that advertising frequently creates new wants, and stimulates or increases present wants, but the true measure on the amount of goods that can be sold is actual purchasing power on the part of consumers. Mere wishes or desires do not create demand. It is only effective demand or buying power, coupled with desire, which makes a market for goods. However effective might be an advertising campaign to convince the public of the merit of steam yachts, the market would be very limited because such a commodity is beyond the purchasing power of most people. Advertising sometimes results in simply substituting one article for another, as for example one ten-cent soap in place of another one; or it may lead to the creation of wants which are satisfied at the expense of more important needs. But in either case, advertising may well pay both from the standpoint of the advertising man as well as the seller of the commodity, whatever may be the unsocial character of the results.

ADVERTISING LESSENS UNIT SALES PRICE

There has been much fallacious reasoning about who pays the cost of advertising. Sometimes advertising people argue that the consumer never pays such costs, and others, likewise, argue that the public always pays it. Like most extreme general statements, neither is true. It is seldom that the facts are available to analyze completely how advertising costs are distributed. It is fairly clear that

From an address before the St. Louis Move-More Merchandise Conference on February 8.

in cases where quantity production results in decreasing unit costs the public secures the advertised commodity cheaper and thus from one point of view does not bear the cost. No argument needs to be advanced, however, that on purely individualistic grounds advertising pays largely and that in due time its social service will be even more evident than at present.

One of the most common fallacies which is now prevalent, and which is of interest to the advertising man, is that connected with normal prices and normal business. From many sources the inquiry is made as to when prices are to become normal: when they are to return to the pre-war or the 1913 level. There is no more reason why prices should return to the 1913 than to the 1912, 1914 or any other year level. As a matter of fact neither prices nor business ever reached or maintained any particular level. There is no pre-war level. They are always changing. There may be long or short periods of increase and decrease in prices and business activity, but they never, like water in a placid lake, reach a stage of quiescence. The industrial world in which we live is not static but dynamic, and ceaseless change is the rule. If the general price level or the price of any particular commodity is the same at two periods of time it is a matter of chance and not because fundamental forces are operating to bring about some assumed state of normalcy.

BOOM PERIODS INCREASE BUSINESS RISK

It is generally believed that periods of "boom" business with the accompanying rapid increase in prices are periods of great prosperity. But, it must be understood that such periods enormously increase the risk of business and that the large speculative gains of the few may well be, and usually are, counterbalanced by the loss to others and the general disturbance in business. True prosperity is not furnished by periods of

"boom," either for a community or a nation, no more so than sudden periods of depression and rapid fall in prices. More gradual increasing industrial activity and price changes contribute most to prosperity, if for no other reason than that the risks in business are less. Under such conditions both producer and consumer can plan more intelligently their business conduct. Booms, like floods, fires, and famines, are disorganizing influences in our industrial system and business conduct. High prices—that is real prices as contrasted with money prices—may produce no real improvement in business. If such advances in prices apply unequally to industrial groups and products, as is almost always the case, then all sorts of maladjustments and disturbances result. If prices and wages for all commodities and classes should suddenly increase equally over a short period, then manifestly everyone would find himself in the same relative position as before the increase. If, on the other hand, prices of commodities entering directly into general consumption should decrease, due to improvements in methods of production, new discoveries, or increased efficiency of labor, this might well bring within the possible range of purchase to millions of people many commodities, thus increasing the general standard of living and enormously stimulating the work of the advertising man. As a matter of fact this is what has been occurring during the past quarter of a century: that is the development of the arts and sciences and the improvement in business organization and technological processes resulted in an enormous decrease in the cost of producing many commodities, and increased the standard of living of a large percentage of the world's population.

There was considerable evidence that the world was on the eve of a period of increased well-being for the masses of the people just before the outbreak of the World War. From 1896 to 1914

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there had been an increase in the general price level and it might well have been followed by a period of falling prices had it not been for the outbreak of the World War. But this devastating war prevented all this, and no one now dares to predict when such a period will begin. There is certainly no promise of such a period until much of the world disorganization in business, finance, and industry is replaced by a better international spirit of co-operation in political, social, and economic forces.

Just as there is often misunderstanding about the relationship between high and low prices to prosperity, so too in regard to the influence which high or low wages have on cost of production and business activity. Comparisons are frequently made between the high wages of the American workman and those of Europe or the Orient, especially when the subject of commercial legislation is being considered by Congress. The true measure of wages is the productivity or efficiency of the laborer. To many, a wage of \$6 per day may well be a lower real wage than \$3 per day if the higher-paid worker produces, as he often does, more than twice as much as the lower-priced laborer. Then, too, the \$6-per-day efficient laborer has higher standards of living and his demand for products is more varied and his purchasing power greater than the lower-priced laborer, not to mention the higher contribution which he makes to the social and political community as well as to the purely industrial organization. Producers often assert that because wages and materials are high in price, the selling price must, therefore, be increased. It is true, as a general proposition, that over long periods of time the consumers must pay, at least the cost of production if they insist upon the products. But the consumer is the final arbiter of prices and it not infrequently happens that they refuse to pay a price that covers the cost. Cost of production is not therefore the sole determinant of price, as more

than one business man has to his sorrow discovered during recent years.

It seems inevitable that our present industrial organization, with its spirit of free competition and free contract working through human nature, produces periodic swings from extreme business activity characterized by speculation and overtrading to periods of depression and stagnation. This cycle of trade has become a rather conclusively demonstrated proposition and the advertising man ought to be a careful student of this cycle theory of trade. With the development of the international market and the agencies of international transportation, finance, and business, maladjustments of supply and demand arise, the seriousness of which can be reduced by the advertising man who keeps informed as to world industrial and financial conditions and acts as a counselor to his patron.

Salesmen Given an Interest in Paper Company

In recognition of their services, the following salesmen of the Merriam Paper Company, New York, have become part owners and officers of the company. Arthur R. Roe, who has been a member of the sales staff for more than twelve years, vice-president; Charles T. Young, Jr., treasurer, and John F. Peniston, Jr., secretary. Edward J. Merriam, who was president and treasurer, continues as president, and James D. Vanderbeck, who was secretary, is now auditor.

H. W. Gossard Company Reports Increase in Profits

The H. W. Gossard Company, Gossard corsets, Chicago, reports profits for 1922, after provision for Federal taxes, of \$200,588 as compared with profits of \$138,083 for the previous year, and \$641,927 for 1920. Net sales as reported were \$4,926,746 in 1922, as compared with \$5,363,881 in 1921 and \$6,214,898 in 1920.

Joins Des Moines, Ia., "Capital"

Abe Levich, recently with the advertising department of the St. Paul *Dispatch* and *Pioneer Press*, has joined the Des Moines *Capital* as advertising manager, succeeding Clare R. Marshall, resigned. Mr. Marshall has joined the *Iowa Legionnaire*, Des Moines.

Bottle Imitators Restrained

FOR more than a generation Luther Ford & Company, Minneapolis, have been marketing "Mrs. Stewart's Bluing" in the same type of bottle. This contains a label bearing these three words, together with a picture of a bespectacled old lady. Moreover, the words, "Mrs. Stewart's Bluing, Minneapolis," were blown in the glass bottle. Later on the blown-in lettering was changed to read, "This contains Mrs. Stewart's Bluing."

A large business was built up under this brand name. The manufacturers have never sold their product unlabeled. Nor have they ever sold their empty bottles to anyone else. The company was bothered by others using the second-hand bottles without covering or obliterating the inscription. At least one competitor employed a bottle closely similar in shape and design to Mrs. Stewart's. Even the bright-red cork top was imitated.

Finally a case was instituted in the District Court of Hennepin County, Minn., with Luther Ford & Company, plaintiffs, and the Twin City Extract Company, defendant. The Twin City company was charged with using bottles that were practically replicas of those employed by the plaintiff, as well as Mrs. Stewart's second-hand bottles lettered as stated above. These second-hand bottles could not be purchased from Luther Ford & Company nor the glass company that made them. The assumption was they were obtained from junkmen, laundries, etc. They were filled with bluing other than Mrs. Stewart's. There were other charges such as the Twin City company's salesmen claiming their product was actually Mrs. Stewart's Bluing and an effort by the defendant to obtain the aforementioned bright-red cork top.

Judge Montgomery of the District Court ruled as follows:

- That the defendants and each thereof, their officers, directors, stock-

holders, agents, servants, employees and traveling salesmen be and are hereby enjoined from preparing, putting up, bottling, selling, or offering for sale bluing in any bottles of similar design or shape to the bottles in which the bluing manufactured by plaintiffs has been heretofore or is now being bottled and sold or offered for sale, or containing thereon the words "This contains Mrs. Stewart's Bluing," or "Mrs. Stewart's Bluing, Minneapolis," or other like words, or any words calculated to induce retailers or purchasers thereof to believe that the same is in fact the bluing manufactured and sold by plaintiffs, and from representing to purchasers and prospective purchasers of bluing manufactured or sold by defendant corporation that said last mentioned bluing is the genuine "Mrs. Stewart's Bluing" manufactured by plaintiffs, and from in any way using the name "Mrs. Stewart's Bluing," or any like words in selling or offering for sale said bluing manufactured, bottled or sold by said defendant corporation.

2. That the defendants and each thereof forthwith furnish and file in this court and serve upon said plaintiffs a list of all persons, firms and corporations to whom they or any of them have heretofore sold or delivered, or to whom they have shipped bluing in bottles containing thereon the words "This contains Mrs. Stewart's Bluing," or "Mrs. Stewart's Bluing, Minneapolis," together with the date and amount of each such sale.

3. That defendants notify in writing each person, firm or corporation to whom bluing so bottled has been sold, delivered or shipped, that the same is not in fact the genuine "Mrs. Stewart's Bluing" manufactured by plaintiffs though misrepresented so to be, and offering to take back all bluing so bottled and to refund the purchase price paid therefor to the respective purchasers thereof, and to furnish to said plaintiffs a copy of each such written notification.

4. That defendants forthwith deliver to plaintiffs all bottles containing thereon either of the above-quoted phrases which are now in the possession of said defendants or are hereafter received by them.

The decision is particularly interesting in that there was no similarity of label and no trademark infringement. The case rested entirely on the kind of bottle used. The decree upholds the privilege of a manufacturer to the exclusive use of an established, distinctively designed, container.

Joins Toledo Agency

George D. Wilcox has joined The Miller Agency Company, Toledo, O. Mr. Wilcox was formerly with the Regal Motor Car Company, Detroit Lubricating Company, and Detroit Range Boiler Company, as assistant advertising manager.

BUSINESS PAPERS

dedicated to building better business in the industries they serve —

backed by an editorial organization that is industry-wide and encircles the globe —

designed primarily to serve their readers, to give them helpful information promptly, with authenticity beyond dispute, presented attractively —

every issue of each Penton publication shows these principles crystallized to create reader interest —

this reader interest suggests real sales possibilities to those selling in the markets covered by these business papers.

THE PENTON
PUBLISHING COMPANY
Penton Building
Cleveland

Members
A.B.C. A.B.P.



Feb. 15, 1923

Why is a Tin Can?—2

NOBODY knows how many tin cans are used a year, but the number is certainly in the billions—grown from nothing in a little more than a century.

It looks as if the tin can met a human need.

Consider the consumer's side of the subject. Think what the tin can has done for food. Distance—time—season—no longer control diet. People of the United States now eat what they want when they want it. The tin can brings to the table food from every state really fresher when opened than can be bought in the city market.

Coffee packed in vacuum—in tin cans, necessarily—is the big success of the times, simply because it reaches the

American Can Company

CANCO

percolator fresher and richer that way.

Other foods and many other products affected by the air may now have the protection of vacuum packing.

Then there's the convenience of the tin can. Imagine buying lard, oil, paint, varnish, grease, talcum powder, soup, sardines, in anything but a metal container.

The tin can is par excellence the "original package". The consumer knows where to place credit or blame for what he gets. When the consumer finds a product he likes he can always repeat. He gets the same product, the same quantity, the same quality. The lithographed label on the can makes this possible and is the best salesman the product has.

*Are you using the tin can
for all it might be worth to you?*

American Can Company

CANCO



On Main Street

THE plumbing and heating contractor of today is a live, wide-awake merchant with showrooms on the main street. He not only sells and installs plumbing and heating equipment and supplies, but also handles many side lines.

He is the logical distributor for bathroom accessories, toilet fixtures, shower baths, washing machines, gas heaters, gas and electric lighting fixtures, water supply systems, electric light and power plants, ventilating fans and blowers, mechanical refrigerating equipment, etc., etc.

Never before were the sales possibilities of this vast field greater.

If you have not investigated the possibilities of your product in this field, now is the time to do so. The plumbing and heating contractor has been taught how to increase and extend his business, how to locate prospects, and how to follow them up. He is quick to respond to the right sales appeal.

You will not obligate yourself by inquiring; therefore, let's talk it over to determine whether your product "fits."

DOMESTIC ENGINEERING

The Plumbing and Heating Weekly

1900 Prairie Avenue, CHICAGO

Member Audit Bureau of Circulations and Associated Business Papers, Inc.

Advertising to Test Out Market Possibilities

How the Bishop & Babcock Company Introduced New Automobile Specialty to Trade

AN article may be letter-perfect from an engineering standpoint, but this, according to the view of the Bishop & Babcock Company, of Cleveland, is not sufficient ground upon which to build a merchandising campaign. There remains the much more important proposition of seeing how the thing will impress the buyer and the user. This is the basis upon which the company now is conducting an effort to introduce to automobile manufacturers, distributors and owners a new automobile specialty known as the Aquastat.

The Aquastat is a contrivance to fit in on the hose between the cylinder head and the radiator of a car. It is operated on the same principle as is a thermostatic trap in a building, being an automatic method of holding the water around the combustion chamber until it is thoroughly heated. For several years the company has supplied elements for water control to producers of automobiles, and the engineering and manufacturing experience thus gained brought about the development of the Aquastat.

The appliance was perfected and passed its final test late last fall—too late to get upon the 1922-1923 winter market in a big way. It was determined, therefore, that, beginning in December, an introductory campaign should be waged, not primarily with the idea of making sales in a big way, but to get the Aquastat tested and tried by a large variety of people, cause it to be generally known among the trade, and thus prepare the way for a large advertising campaign for the winter season of 1923-1924.

Large space was taken in business papers reaching automobile dealers and manufacturers. This advertising conveyed the interest-

ing declaration that "summer engine performance is now possible all the year." It set forth that the Aquastat, supplying better combustion and carburation, "checks spitting and back-firing and causes the engine to warm up in one-fourth of the usual time."

Each advertisement conveyed the information that "we welcome tests from manufacturers, engineers, dealers and owners." On the same page a special invitation is extended to manufacturers of cars in general to allow the Bishop & Babcock engineering department to co-operate with them in conducting tests to determine the serviceability of the new appliance. This angle is being followed up also by mail and personal contact. Forty-four cars were named in the advertising as those on which the company solicited the privilege of making tests. Exhibitions were made at the various automobile shows, and in nearly every instance the manufacturers accepted the services of the Bishop & Babcock engineers for a thorough demonstration without obligation to them.

GETTING THE DEALER INTERESTED

The next step was to interest the automobile trade. The advertising invites every dealer to send for a sample for use on his personal car. The idea is to give the dealer the sample without charge, but no straightaway statement in this connection is made. The dealer is asked to state the name and model of his car, and the sample is sent him without further ceremony. A few days later he gets a letter stating that if he will be good enough to fill out "the enclosed questionnaire" the company will be glad to have him accept the Aquastat, with its compliments. The questionnaire calls for information relative to the

performing power of the Aquastat—whether with its use the car warms up quicker with no spitting or back-firing and whether the engine operates as well as it would in hot weather.

"The mass of information we thus get from manufacturers and dealers," says A. M. Worden,



Spitting and backfiring checked—engine warms up in $\frac{1}{4}$ time

In December the Bishop-Babcock Aquastat was announced to the automotive trade and the public. Today thousands are in use—motorists are taking about them and dealers are selling them. The Aquastat has come to stay and to stay to stay.

Theoretical and practical tests made across cold weather driving trouble—with the Bishop-Babcock Aquastat installed in the engine compartment. In one case, after giving up, the condition was of the classic "spitting and backfiring" type. After starting, at idles, excessive carbon was present—oil had been continually spewed into the air.

What is the Aquastat?

The Bishop-Babcock Aquastat is a simple, automatic, thermostatic device which reduces the flow of water through the cooling system in all cars through

its positive action. When the water is cold enough, the valve opens to admit water to the cylinder chamber until it is heated to a certain temperature. Then it opens letting the hot water pass through the cylinder chamber.

The valve with opening of the combustion chamber and cylinder are quickly heated. The saturated gasoline has no opportunity to burn before it reaches the cylinder chamber. Presently the fuel is heated. Fuel savings ranging from 15 to 30 per cent have been effected.



Cross section of Bishop-Babcock Aquastat showing how it operates by an automatic principle.

It is a simple, automatic, thermostatic device which reduces the flow of water through the cooling system in all cars through its positive action.

It is a simple, automatic, thermostatic device which reduces the flow of water through the cooling system in all cars through its positive action.

To reduce the possibility of freezing, water in the radiator must be agitated or kept in motion. This is done by the "Bishop-Babcock" pump. The pump is controlled by the "Aquastat" type of water control as entirely explained. As soon as water begins to circulate, the pump starts, and the danger of freezing is eliminated.

Effectively installed in 10 minutes

The Bishop-Babcock Aquastat can be installed in ten minutes. Just remove the cap between the cylinder block and the radiator and clamp it on. It is easily removable so it can be used in any car without damage to the engine.

The Aquastat has also been applied successfully to the number of engines for a number of years.

Inventories the Bishop-Babcock Aquastat. We will gladly supply additional information.

Write for details to The Bishop & Babcock Company, Automobile Supplies Division, Cleveland, Ohio.

Bishop-Babcock

AQUASTAT

Two basic sizes.
100 and 150.

HELPING TO ACQUAINT THE TRADE WITH THE PRODUCT

manager of the Bishop & Babcock automotive specialties department, "has enabled us to check up definitely on the performing power of the appliance. We knew what it would do for us. We wanted to know what it would do for others. It is on the latter proposition that sales are going to be made.

"To give a thing away is one of the easiest tasks in the world. Naturally, we could not stand around at the New York and Chicago automobile shows and pass out Aquastats as a gum man-

ufacturer would give out sticks of his product. Too much of an investment would be required. We could have advertised and offered to send a sample free to every dealer. We did not do this, either. But we need sampling. We want every dealer in the country to know what the Aquastat can do for him. Hence we invite him to send for a sample and then give it to him if he will fill out the questionnaire.

"It is rather an expensive proposition to give away your goods in this manner. The Aquastat retails at \$10, and the widespread distribution on a basis of no charge is an ambitious undertaking. But we are sending them out without hesitation because we want a knowledge of what they can do spread over this country in the shortest possible time.

"With this knowledge widespread among dealers everything will be ready for an extension of our consumer advertising on a large scale, bringing with it a cultivation of the market to the limit."

The introduction of the Bishop & Babcock Aquastat and similar appliances for use under the hood marks a significant trend in the manufacture of automobile appliances. Heretofore this has tended largely toward the production of articles to be used on the outside and that add to a car's appearance as well as promote its performance. Much attention now is being given to perfecting things that will increase the efficiency of the motor without being seen or even known.

Edward S. Jordan, in an address

No. 7

BUY THE BEST

at a Lower Rate

If you want circulation, Maine morning papers offer you an average per paper of 37% more than the afternoon papers.

If you want a low milline rate, Maine morning papers average 6% lower.

If you want "reader influence" your morning papers give you that too, as is proved by the circulation figures.

Maine is a morning paper state

DAILY NEWS, Bangor,	20,558
SENTINEL, Waterville,	5,886
JOURNAL, Augusta,	10,178
SUN, Lewiston,	14,016
PRESS HERALD, Portland,	

Feb. 15, 1923

Space Buyers! Advertising Managers!

The Times-Picayune

[New Orleans Largest Newspaper]

announces the initial-
issue of its

ROTOGRAVURE SECTION

Sunday, February 18

NET PAID
SUNDAY CIRCULATION
AVERAGE FOR
JANUARY - 1923
105,227

This new section will be printed in our own plant and Kimberly-Clark paper will be used in its making. National advertisers will find this a distinctive medium, as it is the First Rotogravure section in Louisiana.

recently in Chicago, declared service as being the big thing all automobile manufacturers were striving for today.

"If an automobile were always treated by its owner in exactly the right way," said Mr. Jordan, "its life would be almost indefinite. But talking never could get them to extend such treatment. The only way out is to make every part of the car as near fool-proof as possible. It does little good to tell a man that too much use of the choke, too much priming and racing of the engine on a cold morning to warm it up does great damage to the car. The only thing to do is to fix things so he will not need to flood the cylinders with raw gas and race the engine angrily for a few minutes trying to get it warm enough to start. The same line of reasoning applies to a hundred other fool things done by drivers. After all it makes little difference what a manufacturer thinks of his car or how well it performs for him. The thing he is interested in is what the car will do for the man who buys it and what he, the owner, thinks of it."

Mr. Worden thinks the same line of reasoning applies to automobile specialties, and upon this basis will be waged the Bishop & Babcock effort to popularize the Aquastat on a big basis within the shortest possible space of time.

Lon Polk with Martin V. Kelley

Lon Polk, president of the Lon Polk Agency, has been appointed copy chief of the Toledo office of The Martin V. Kelley Company.

Fred Tomlinson, associated with the Lon Polk Agency, will take charge of that organization, when Mr. Polk assumes his new duties with The Martin V. Kelley Company.

Joins Buick Staff

Emerson J. Poag, formerly manager of the marketing research department of the Campbell-Ewald Company, Detroit advertising agency, has joined the sales organization of the Buick Motor Company in Flint, Mich. He has been associated with the automotive industry since 1910 in engineering, advertising and sales work.

Chicago Chain Groceries in Bread-Price War

A price war involving the use of printers' ink on a large scale broke out in Chicago last week between two of the largest chain grocery store companies operating in the Chicago territory. The Great Atlantic & Pacific Tea Company stores opened the month of February with a radical cut in the price of bread. The Piggly-Wiggly stores, apparently considering this action sufficiently overt to warrant the declaration of open warfare, mobilized its advertising forces and announced that it would sell two regulation loaves of bread for a nickel. One of the columnists on a Chicago daily summed up the situation as follows:

Said the A. & P. to the Piggly-Wig: "I'll cut the prices and make you dig." "A war looks awfully good to me," Said the Piggly-Wig to the A. & P.

The A. & P. stores to offset the two for a nickel offer, cut its price to two cents a loaf and the next day Piggly-Wiggly countered in half-page space with the announcement that it would give bread away with every purchase of five cents or over. "Until the other fellow weakens we will give away our bread," said C. S. Wyatt, district manager of the Piggly-Wiggly organization. "We didn't start this fight. It was brought to us and now we are fighting with all our forces. We always under-sell our competitors."

Hearst Classified Managers Form Association

The classified advertising managers of the Hearst newspapers on the Pacific Coast recently held a convention at Los Angeles and formed the Classified Advertising Managers' Association of Hearst Pacific Coast Newspapers. R. E. Seiler of the Los Angeles *Examiner* was elected president; C. A. Sternberger, San Francisco *Examiner*, first vice-president; Walter Butterworth, Seattle *Post-Intelligencer*, second vice-president, and J. McCue, Oakland *Post-Inquirer*, secretary.

The association plans to hold its next meeting at Seattle during the latter part of September.

C. M. Konvalinka with Irvin F. Paschall

C. M. Konvalinka, formerly with the Detroit office of the S. F. Bowser Company, Inc., has purchased an interest in the organization of Irvin F. Paschall, Chicago advertising counsel. This company has recently been incorporated in Illinois as Irvin F. Paschall, Inc.

"Hotel Review" Changes Name

The *Hotel Review*, New York, changed its name with its February 3 issue to the *National Hotel Review*.

Making Partners of Customers

Some Things the Maine Central Power Company Has Found Out about Consumer Ownership

By Roy Dickinson

THE fact emphasized in the newspapers recently that many rich investors are putting much of their money into tax exempt securities has made the small investor more important than ever before. It is the man with the hundreds and thousands, more than the man with the millions, who is helping run modern industry. This fact has given greater emphasis to the idea of consumer ownership, the selling of securities in a company to people who buy its products. All sorts of companies, from automobile concerns to biscuit makers have from time to time adopted this plan with profit. They have been able to obtain new money at a cost of from 5 to 8 per cent, increase the morale of the organization when its members are used as selling agents and acquire an extra army of boosters for the product among the thousands of new stockholders.

One of the outstanding features of the modern industrial system has been the tremendous increase in the number of individual stockholders of great concerns. This has not come about by accident. Alert executives in every line have deliberately cultivated the small investor. The United States Steel Company, starting with 9,000 investors, has more than 95,000 today. The General Motors Corporation, with less than 2,000 stockholders in 1917, now has over 68,000.

Public utility companies, such as the electric light, gas and street railway and power companies, have been using the idea of customer ownership with success. When a householder owns a part of a strong and growing home company, and shares in its earnings, the company is able to distribute a growing proportion of its earnings among local people whose friendship and co-operation

are so necessary for its continued success. The people who make the company's earnings possible get a share in those earnings. To the company this plan of customer ownership means a steadily increasing measure of public good-will and customer co-operation. To customers and company it gives a mutual interest in bringing to the territory factories and mills, business and growth, population and prosperity.

At a meeting of a committee of the National Electric Light Association in New York in December, fifteen companies comparing notes discovered that together they had sold in 1922 something over \$100,000,000 worth of stock to their customers. This shows the trend of the custom which is gradually becoming very important both in the financing of the company, in winning consumer co-operation, and incidentally training a great many members of the company's organization in selling who had never before had sales experience.

THE EXPERIENCE OF A VETERAN IN THE FIELD

In all these plans advertising has played a big part. It has been suggested that a great many more industrial companies will take up the plan this year; that the railroads have been seriously considering it, and are logical candidates for the plan. With these facts in mind and a realization that an important trend is involved, I have set down here some of the experiences of the Central Maine Power Company of Augusta, a veteran in the field of consumer ownership which has by its unusual methods secured more preferred stockholders, in proportion to its size, than almost any other company in the country. This company for years has been able to do its financing on a 6½ per cent basis, when

Over \$2,000,000,000 More

Cotton and Cotton Seed represent 30.6% of the two billion dollars *increase* in value of the nation's main crops in 1922 over 1921. A greater increase than any other crop—corn, or wheat and oats combined.

Product	1921 Value	1922 Value	Increase over 1921
Cotton & Seed	\$ 746,862,000	\$ 1,368,517,000	or \$ 621,655,000 More
Corn	1,297,213,000	1,900,287,000	or 603,074,000 More
Wheat & Oats	1,080,788,000	1,342,687,000	or 261,899,000 More
Other Grains	166,038,000	244,853,000	or 77,915,000 More
Hay & Clover Seed.....	1,110,047,000	1,350,584,000	or 234,537,000 More
Tobacco	212,728,000	306,162,000	or 93,434,000 More
All Fruits	286,525,000	358,809,000	or 72,374,000 More
Sorghums & Maple Syrups	50,789,000	86,759,000	or 35,970,000 More
Beans	24,390,000	44,429,000	or 20,030,000 More
Broom Corn	2,758,000	7,614,000	or 4,856,000 More
Totals	\$4,985,047,000	\$7,010,791,000	or \$2,025,744,000 More

Figures from U. S. Govt. Reports.

SOUTHERN RURALIST has 23% more circulation in the Cotton States than any other farm paper in the world.

SOUTHERN RURALIST
SUPREME IN THE SOUTH
 ATLANTA, GA.

Rate \$2.00 per line

Circulation over 425,000 Paid

**RECORDS BROKEN
PRECEDENTS PASSED!**



Has Passed the
4,000,000
Mark in
Circulation

That's food for thought and action—
on your part.

Every week more than four million
people buy it, and more than sixteen
million read it and buy *from* it.

Its rates are lowest, its reach unlimited
and its results unbeaten.

Send your message to the multitude,
via this medium of magnitude.

RATES ON REQUEST

AMERICAN WEEKLY, Inc.
A. J. Kobler, Mgr.

1834 Broadway, New York

If you want to see the color of their money, use COLOR—A.J.K.

many others were paying 8 per cent. For many years it has done its major financing through the sale of preferred stock largely to its own customers. It uses newspaper advertising in every paper in the territory covered. In addition to this, it uses illustrated

not interfere with the sale of bonds through the regular channels. Bond houses are more than satisfied to see a strong preferred stock equity because it naturally improves the position of the bond. There is little conflict between stock and bond selling, because in a general way the stock campaign reaches a different class of investors.

Percy H. Whiting, who for many years has had to do with the security department of this company says: "The basis of all customer ownership selling is aggressive advertising. This is the secret of reaching the small investor. It is the secret of cutting the cost of selling and of maintaining the price. I maintain that a great railroad, like the Pennsylvania, for example, through advertising, could sell an almost unbelievable amount of preferred stock through its employees to its customers. The basic appeal of the advertising would be the same self-interest appeal that we in connection with other gas and electric com-

panies are using, an appeal to finance the road so that the stockholders would profit more by the better service to ensue."

A question that has often interested a manufacturer who has thought of selling some preferred stock to his customers, using his own employees as salesmen, is how to train men and women unused to any sort of selling to sell so difficult a product as stock. I asked Mr. Whiting whether trained full-time salesmen or ordinary employees were most successful in preferred stock selling. He said:

"Employee selling will always

The Dividend Check Comes Regularly — Every Three Months

\$101,646.33 In Dividends
WERE YOU ONE OF THE 9080?

Checks amounting to \$101,646.33 were sent out Monday morning, October 2, to the 9080 present stockholders of Central Maine Power Company as quarterly dividends on their Preferred Stock.

This is the Company's 64th Consecutive Dividend

The Company has every prospect of paying its Preferred Stock dividends regularly for all time to come.

Will you get in line for a dividend check on January 1 by sending in the coupon below. You are under no obligation to buy.

Central Maine Power Company
AUGUSTA, MAINE

9080 Stockholders	Coupon Central Maine Power Company Augusta, Maine Will you please send me more information about your stockholders Name _____ Address _____ V.I.C. No. 4-15.	64 Consecutive Dividends
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NEWSPAPER COPY CALCULATED TO INSPIRE PRIDE IN STOCK OWNERSHIP

advertisements, booklets, lithograph circulars and issues a weekly house-organ to promote the sale of stock. In working a new town the salesmen call on 25 per cent of the people in that town—an intensive programme which would help in the sale of almost any product.

The plan of the Central Maine Power Company is an elastic one which can be used by street railways, railroads, gas companies, and could be borrowed by almost any industrial company which has satisfied customers. This company has also discovered that preferred stock selling does not need

Feb. 15, 1923



MOTHER NATURE is wise. She neither indulges in extravagance—nor does she spare any effort necessary to produce results. In mating season her feathered children don their brightest colors—and the world goes on.

The laws of nature are the laws of business. And engravings are the plumage of the printed word.

Gatchel & Manning make good engravings—from the simplest line plate to the most intricate process work. And we understand the triple essentials in service—quality, economy, prompt delivery. Our clients include the largest advertising agencies and publishers, and the smallest. We would like to serve you.

**Gatchel &
Manning, Inc.**
C.A. STINSON, Pres.
PHOTO-ENGRAVERS
Philadelphia

be used. It is cheaper for one thing and is ideal when only a small amount of capital is needed yearly. It has the virtue of making stockholders of a lot of people that regular salesmen would never even find—much less sell. It also has an intangible but very real advantage in that it gets employees thinking in terms of one of the important functions of the public utility business—financing. Before the days of customer ownership campaigns the regular run of employees didn't know that financing was necessary. They did not see any connection between a security issue and their chances of a better job. Now they do see the connection and are better employees for seeing it.

"But the trend in customer ownership selling is toward selling by regular full-time salesmen. This is because employee selling soon runs out. Employees sell their friends, relations and neighbors, and then a good 90 per cent of them are done. Perhaps the other 10 per cent develop into fair salesmen but their volume of selling at best is low.

"The chief weakness we found when we started employee selling was the fact that we were dealing with linemen, wiremen, meter readers, office workers, station operators—people who couldn't sell, and knew it.

"We used to go to these people and tell them we wanted them to go out and 'sell stock.' We could kid some of them into buying it, but the bulk of them never even started.

"So we figured around a bit. Obviously we couldn't make a wireman sell stock. It would be just as reasonable to expect to make me 'shoot trouble' or balance the books. So the question arose: what can we insist on their doing?

"Then we hit on this idea. If we can't insist that employees 'sell' stock we can ask every employee to call on ten people within ten days and tell them the ten points about our stock. And not only can we ask them to do this, but we can insist on it.

"To repeat: we couldn't insist

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on their 'selling stock'—an impossibility, they thought. We could insist on their 'seeing ten people.' Something, they had to admit, was well within their power.

"By this 'ten-point' idea we set up machinery that would produce orders provided the prospects were virtually sold before the employees called.

"Of course there was one logical way to do this preliminary selling, and that was through advertising.

HOW A CAMPAIGN IS PLANNED

"Before we start a campaign we take big space in all the papers. My own personal policy is to say nothing about the security through this preliminary campaign, but to run some general advertisements about the company and about customer ownership. In each advertisement I try to get attention stirred up over a letter that will be sent to all customers on some certain date.

"In this letter I get right down to cases and try to sell the security.

"I might mention that as soon as the sale opens we begin a series of daily advertisements in large space that get right down to cases and attempt to sell the stock. These continue until the sale ends.

"The sales campaign runs like this:

"1. The general publicity advertisements.

"2. A letter mailed out to all customers.

"3. Meetings of employees. At each meeting I make employees admit that it is entirely within their powers to 'see ten people in ten days and tell them ten points about the security.' I pledge them to do this. I require every employee to give me, on cards, the names of the ten people they agree to call on.

"4. To the names turned in by the employees we send a good mailing piece, which is another stout effort to sell the proposition.

"5. The cards are then turned back to the employees, so that they will have a record of the



More than Four-Fifths of the total space available in "PUNCH" for 1923 was sold to specific advertisers for definite spaces and definite dates on the first of January

THE result of this generous advance booking is that already many of the issues in 1923 are fully booked up. And there seems to be no cessation in the number of orders arriving. The reason is not far to seek . . .

ADVERTISING IN "PUNCH" IS AN INVESTMENT— NOT AN EXPENSE

MARION JEAN LYON

*Advertisement Manager "PUNCH"
10 Bouverie Street, London, E.C. 4
England*

Feb. 15, 1923

people they have agreed to see. They are told that, as soon as they have called on a prospect, they must mark the card 'called' and turn it back to their immediate superior.

"6. The general superintendent gets a daily report of the calls made. That gives him a chance to bear down on his subordinates. They in turn get reports from their subordinates and so down to the workers. Each day the general superintendent knows how many calls have been made in each district, and can put pressure on the laggards. Note that, under the old plan, he could not bear down on anybody to 'sell stock,' but he has a perfect right to bear down on a man who has agreed to make calls.

"If the advertising is even half well done—and of course it will be observed that the advertising is the backbone of the whole idea—I have never known this plan to fail."

The ten points that it is insisted the employees tell about the stock consist of ten carefully thought out sales arguments forming a standardized sales talk. The third point of the ten, concerning the safety of the stock, has seven sub-headings. Many of them have a definite appeal to local pride.

Thus the ten-point plan of having each employee call on ten people in ten days with a standardized sales talk of ten points, assures the company that its advertising will be followed up by thousands of personal calls, and that these sales efforts will tie up closely with the arguments used in the newspaper copy and the other forms of consumer advertising.

A list of well thought out "sales openings" is furnished each employee who operates on the ten-point plan. It is suggested that he use the opening which seems best to fit his prospect under the local sentences before starting his standardized sales talk.

The employee salesman is also given a list of suggestions on "how to close the talk and get the order" for use after his ten points. "The one big rule in this,"

says the company, "is not to ask the prospect if he wants to buy. That makes it too easy to say no. Don't give him a chance to say no. Ask him, 'Would you prefer to pay cash or would you rather buy on divided payments?' Or, 'Can you handle the stock at once or would you prefer it for delivery on the first of next month?' Or, 'Can you handle ten shares now or would five be enough?'

"If you get a favorable answer to any of your closing questions, bring out the order blank, fill in the date and amount of stock and pass it to the prospect, but don't ask him to sign. Say instead, 'Please put your name here just as you want it to appear on the certificate.'

A LIST OF "DON'TS" FOR EMPLOYEES

In order to control the actions of the men new to selling still more thoroughly, the following list of "Don'ts" is handed each:

"Don't make any representations about the stock that are not contained in this book, published in the house-organ, or told you by company officials.

"Don't guess at answers to questions. It is no disgrace not to know everything. If you are stuck, admit it, and say you will get the information.

"Don't tell anyone, unless they ask you, that you get a commission for selling the stock, or anything about the prizes or the office machinery of the sale.

"In Heaven's name, don't ask anybody to buy 'to help you out' or because 'the company wants to sell some stock.' Make people understand that they are fortunate to get an opportunity to buy a part ownership in the company and to put their money at work building Maine.

"Don't tell anyone, 'If you buy, buy from me.' If you can't sell them, leave them so somebody else can.

"Don't guess that a man can only buy one share. Start talking ten, twenty or fifty shares. It is easier to come down than to go up.

"Don't exaggerate. Don't argue. Don't knock."



FREE -to the man who says **"No"**

In every business there is some man who says "Yes" or "No" to the use of personal reminders as an aid to increasing sales.

We want to make that man a present, particularly if he has been in the habit of saying "No."

We wish to send him with our compliments this new, useful and ever-present pocketknife. It involves no obligation—simply write us on your letter-head, not neglecting to mention your office or title in the concern with which you are connected. Address Dept. H.

The WHITEHEAD & HOAG CO.
NEWARK, N.J.

World's Largest Makers of Personal Reminders.



A Straight Line to Your Automotive Markets

CONCENTRATE your sales effort on that section of the automotive industry that your product serves. Donnelley has compiled a comprehensive index consisting of mailing lists covering each of the 14 separate trade classifications within the automotive field. Our list of 1922 automobile owners is also complete and up to date.

It will pay you to use our statistical information in working up sales quotas, production schedules, etc. Donnelley has published a book "Automotive Markets and How to Reach Them" which tabulates the complete information available. Your copy will be sent free for the asking.

**The Reuben H. Donnelley
Corporation**

Mailing Service Dept.

325 E. 21st Street Chicago, Ill.

The Circulation of **CLINICAL MEDICINE**

**is international in character.
Advertisers receive inquiries and
orders from all over the world.**

**TO REACH THE MEDICAL
PROFESSION USE
CLINICAL MEDICINE**

Rates on Application

The American Journal of CLINICAL MEDICINE

S. DEWITT CLOUGH, Adv. Mgr.
4757 Ravenswood Ave.
Chicago, Ill.

Eastern Representative:
H. R. SAUNDERS
17 W. 48nd St.
New York, N. Y.

I was interested in discovering how much stock men absolutely new to selling might be expected to sell if they called on 25 per cent of the people in a new town. I was informed that "The amount that any company can hope to sell to its customers in any one campaign varies greatly, of course, according to conditions. Experience indicates that the amount which can be sold ranges from one share to eight customers to one share to forty customers per campaign; or, figuring another way, that each employee, on an average, can be counted on to sell from two to twelve shares in a campaign. A firm which has had much experience feels that each employee can be counted on to average twelve shares a year. Other figures show that the average company sells approximately eleven shares per year per customer."

The rate of payments to employees for sales varies somewhat. Many commission schedules are based on a flat sale commission of from 50 cents to \$2 per share, with bonuses for specially meritorious work during given periods. Other companies employ a sliding scale schedule as follows:

Two dollars for the first ten shares; \$1 for the next ten shares; \$1 for the next ten shares; 50 cents for the next ten shares; 25 cents for all above.

This graduation applies to sales to one customer. Other companies have adopted the plan of paying \$1.50 to \$2 per share straight commission, with a premium of 25 cents to 50 cents a share for each new stockholder secured.

Most companies pay more for a few shares of stock sold per customer, thus placing a premium on new stockholders. When it is considered that a company with 3,000 employees can, under the low average of ten shares per employee, raise three millions of dollars in a short drive at a surprisingly low selling cost, it is easy to understand the growth in the employee-sales method of getting customers to help finance business. And as every company which has adopted the plan has

AN APPRECIATION—

KLAU-VAN PIETERSOM-DUNLAP

INCORPORATED

Advertising

Merchandising

MANHATTAN Bldg.
191 SECOND ST.
MILWAUKEE.

Janesville Gazette,
Janesville, Wisconsin.

February 7th
1 9 2 3

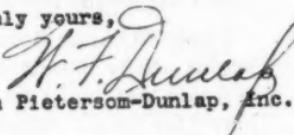
Gentlemen:-

We would be callous indeed if we did not express to your good publication our appreciation of the cooperation we have received from you on the Johnston advertising. We wish there were more papers like the Janesville Gazette.

Very truly yours,

W. F. Dunlap
GH

Klau-Van Pietersom-Dunlap, Inc.



The Gazette Dominates

THE Janesville market, a thirty-mile radius around Janesville, Wisconsin, is absolutely dominated by The Gazette—no other medium or combination of mediums can make any impression in this field which is so thoroughly covered by The Gazette.

The Gazette's complete survey of this desirable market will be ready for distribution soon. Send for your copy now. It is free.

Chevrolet Motor Company and Fisher Body Corporation plants, in production here soon, will cause an appreciable growth in the buying power of this market. Do you want your full share of this new business? Let us help you get it.

THE JANEVILLE DAILY GAZETTE

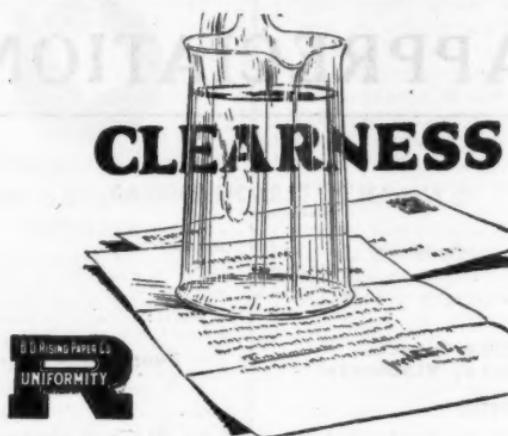
H. H. BLISS, Publisher

THOS. G. MURPHY, Adv. Mgr.

"An Unusual Newspaper"—Member of Wisconsin Daily League

M. C. WATSON, Eastern Rep.,
286 Fifth Ave., New York City

THE ALLEN-KLAPP CO., Western Rep.,
1336 Peoples Gas Bldg., Chicago



LET there be no compromise in the whiteness of your business stationery: a dingy paper oft belies the message.

Choose Danish Bond. Its virgin whiteness begins many hundred feet underground in artesian water of crystal clearness. No need here for mud removers or compensating chemicals. Clean, new rags and pure water and years of knowing *how*—these basic elements make Danish Bond.

You will like its body, its snap and crackle, its toughness and durability. Made in white and ten distinctive colors. The price is not high, not low. Ask your printer for an estimate.

*The quality is high
The price is reasonable*

DANISH LINEN
DANISH LEDGER

DANISH KASHMIR COVER
DANISH INDEX BRISTOL
DANISH MANUSCRIPT COVER

DANISH BOND

ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

Made in the hills of Berkshire County by the

B. D. RISING PAPER CO.
Housatonic, Massachusetts

used big, consistent advertising as the backbone of its effort, it would appear that a trend toward making partners of customers will mean also a large increase in this type of financial advertising and consequently more human interest in financial advertising copy.

Ink Maker Markets Auto Chemical Products

S. S. Stafford, Inc., New York, makers of Stafford's inks, pastes, etc., is marketing a new line of auto chemical products, which is made up of a carbon remover, oils for various purposes, radiator stop-leak, and cleaning preparations and polishes.

One new product, "Renol" polish, was introduced in different cities by local newspaper campaigns linking up with sampling campaigns. Window posters were furnished dealers. A fixed policy was adopted by which a certain percentage of all sales was credited to the advertising appropriation for the city in which the sales were made.

National Campaign Planned to Advertise Juvenile Books

An advertising campaign will be conducted by the Milton Bradley Company, Springfield, Mass., for its juvenile book department in newspapers, national magazines and young folks' publications. This campaign will be directed by Sherman & Lebar, Inc., New York advertising agency.

This agency also has obtained the account of the Columbia Bank Safe Deposit Company.

Harold Clark Made New England Representative

Harold Clark, recently with the business staff of *Chemical and Metallurgical Engineering*, has been appointed New England representative for that publication. He succeeds M. A. Williamson, who will devote his attention to the Philadelphia district, having previously handled both territories.

A Health Board Uses Car Cards

The Philadelphia Board of Health is using car cards in the transit systems of Philadelphia to urge the citizens to be vaccinated. "Prevent the Spread of Smallpox" reads the caption printed in red. The copy gives the addresses of offices where the city will vaccinate without charge.

Lincoln Motor Account for Detroit Agency

The Lincoln Motor Company, Detroit, has placed its account with the Brotherton Company, Detroit advertising agency. A number of national magazines will be used.

"Copy Night" at Technical Publicity Association

The Technical Publicity Association of New York, devoted its February 9 meeting to an exhibition by members of their advertising which was projected on a screen for criticism. The president of the association, P. C. Hyatt, advertising manager of the Hyatt Roller Bearing Company, in speaking of copy, said:

"There are many kinds of copy but only one kind of good copy. Among the bad we have lazy copy, which needs no further description; general copy that spreads all over the lot and therefore does not carry conviction; too clever copy that shrieks 'advertisement' to you instead of 'service,' and too technical copy that loses its sales appeal under a mass of indigestible data."

"Good copy simply tells its story properly and convincingly, according to the product and the prospective customer. That word 'simply' is misleading, however, for the simplest copy to read and believe is the hardest copy to write or rather to build, for good copy must be built—and it must be built on merchandising ideas that are fundamentally sound. How often have we been told that good copy can be written when the writer has the viewpoint of the reader? It's true and it sounds simple enough, but for the writer to get the reader's viewpoint is a truly hard task. It's so easy for the writer to imagine the reader's viewpoint instead of seeing it, then he writes an advertisement to an imaginary reader and the resulting sales are imaginary—and, unfortunately, imaginary sales pay no dividends."

McKennee & Taylor, Inc., Succeeds O. W. McKenney

The advertising business conducted at New York under the name of O. W. McKenney has been reorganized as McKenney & Taylor, Inc., by O. W. McKenney and James L. Taylor.

Mr. McKenney, before engaging in his own business, previously had been with the F. J. Ross Company, Inc., the Patterson-Andress Company, Inc. and Calkins & Holden, New York advertising agencies.

Mr. Taylor, who joined Mr. McKenney as a partner in November, 1922, was formerly a sales manager on the personal staff of Thomas A. Edison at Orange, N. J., where he was in charge of the service clubs of Edison phonograph owners.

"Industrial Digest" Changes Hands

The Bankers Economic Service, Inc., New York, has purchased the *Industrial Digest*, published by the *Industrial Digest Corporation, Inc.*, New York, and will continue to publish it monthly, incorporating therein a summary of its individual financial service.

**ATTENTION
SALES & ADV.
EXECUTIVES!**

**READY FOR
DISTRIBUTION—
—CATALOG OF**

4 5 0 SALES CARTOONS

A BOOK FULL OF SALES ACTION INSPIRATION — 450 CARTOON PICTURE TALKS— SOLD IN ELECTRO FORM FOR SALES LITERATURE USE —A MOST COMPLETE SALES CARTOON SERVICE.

**PRICE \$1.00
TO BE CREDITED ON FIRST ORDER**

**FRANK W. HOPKINS, INC.
670 RUSH STREET, CHICAGO**

Canadian Made Paper Boxes for Canadian Trade

—factory capacity and equipment to handle the biggest orders promptly.

—system and service to handle small orders satisfactorily.

**RUDD PAPER BOX COMPANY, Limited
W. P. Bennett, Pres.
374 Richmond St., West
Toronto Canada**

Rights to Copyrighted Advertising Upheld by Court

ACCORDING to a decision handed down on February 3 by Judge D. C. Westenhaver, of the United States District Court at Toledo, O., a manufacturer has full control of his trademarked advertising material and is able to dictate who shall use it.

The action in which the decision was rendered was brought by the Gulbransen - Dickinson Company, of Chicago, piano manufacturer, against the H. P. Maus Piano Co., of Lima, O. The Maus company formerly had the exclusive franchise for the sale of Gulbransen-Dickinson goods in Lima and in that capacity was supplied by the company with electrotype cuts of four copyrighted pictorial illustrations to be used in advertising and selling the company's piano-players.

On February 1, 1921, the business arrangement between the manufacturer and retailer was terminated and the franchise given to another music dealer in Lima. The Gulbransen-Dickinson Company told the court that immediately after the termination of the contract it had asked the Maus concern to return all copyrighted cuts and illustrations and also copies of the company's registered trade-mark which had been furnished for advertising purposes. Repeated demands, the company charges, brought no results. Moreover, the court was told, the retailer kept right on using the advertising matter in the same way he previously had been doing when he had the franchise.

When the matter was brought up in the Federal Court, the Maus company contended that as the electrotypes had been furnished it to be used in advertising and selling piano-players which it had bought and paid for while the franchise was in operation, it had an implied license to use them after termination of the contract.

*A Little
Sign
That Guides the Millions*

This attractive sign is a small one (15" by 2"). It is simple in design, but highly effective in results. It's a permanent "Ing-Rich" Sign of colored porcelain (fused into steel.) Everyday it guides millions of smokers to the shops where Arrow Cigarettes are sold.

For the advertiser who wishes to build prestige in the outdoor field gradually but permanently there's no better medium than "Ing-Rich" Signs. Write today for colored circular and free sign offer.

INGRAM-RICHARDSON MFG. CO.
COLLEGE HILL BEAVER FALLS, PA.

ING-RICH
Tradeless Publicity in **SIGNS** Everlasting Porcelain

Free Advice Is Costly

**Manufacturers of
Trade Mark Products
Should call a specialist**

The personal advisory services of a seasoned Marketing and Advertising Executive are available to a limited clientele. Confidential investigations of markets, national or local. Constructive analysis of Advertising, Marketing and Sales plans now in operation, or developing. Impartial advice and unbiased counsel, based on facts and findings, re your product. Consultation fee One Hundred Dollars. Yearly contract, special terms. Advisory Marketing Counsel, City Hall Station, Box No. 110, New York City.

CONVENTIONS and EXHIBITIONS

provide the classified audiences that are so essential to the effective distribution of Educational and Industrial Motion Picture Films.

World Convention Dates

will give you the meeting place, dates, Secretary's address, and attendance for 8,500 annual Conventions and Exhibitions, from which you can easily select the events at which YOUR films can be displayed to an appreciative audience.

Published monthly—Yearly rate, \$15
(Descriptive leaflet No. 5 upon request)

Hendrickson Publishing Co., Inc.
1402 Broadway, New York City

so as to advertise and sell piano-players it previously had acquired and then had on hand.

On this point the court's ruling is:

"In this case I do not deem it necessary to express an opinion upon the exact question presented by defendant. Its contention would be sustainable and would have to be decided only if defendant had used the copyrighted material in advertising exclusively and selling Gulbransen piano-players which defendant had on hand at the termination of its agency. This is not what defendant did. On the contrary, it made use of the copyrighted advertising matter in advertising generally pianos and piano-players, not limiting such advertising or indicating therein in any way that it related to plaintiff's product. Furthermore, defendant's conduct repels any inference that it was acting in good faith within the terms of the implied license which defendant now asserts. How many piano-players of plaintiff's make defendant had on hand is not shown.

"A witness on behalf of plaintiff who visited defendant's store in December, 1920, says that he saw none on hand. Defendant had bought few, if any, after the middle of the year 1920. Defendant obtained from sources not entirely known but in part surreptitiously through the Ye Music Shoppe, of Findlay, a number of piano-players of plaintiff's make to supply his trade. Defendant was guilty of various forms of unfair competition in procuring these piano-players in this surreptitious manner and in marketing and disposing of plaintiff's make of piano-players through and at its store in Lima.

"If an implied license of a limited nature such as defendant asserts could in law be established, he cannot be protected thereby, because his conduct was not in accordance therewith, but on the contrary, was general, open, and extensive, and was in connection with his general business of advertising and selling other

makes of pianos and piano-players after his agency with plaintiff had been finally ended.

"It results that defendant must be found to have wrongfully, without authority and against plaintiff's consent and upon notice, violated and infringed plaintiff's four copyrights above described. Plaintiff is entitled to recover the damages."

The court held that through a succession of newspaper advertisements the Maus company had committed in all eleven infringements of the Gulbransen-Dickinson Company's copyrights, making the minimum damage under the Copyright Act of March 4, 1909, reach the sum of \$2,750. The maximum damage would be \$55,000. But the court held that he could see no good reason for allowing more than the minimum damage, it appearing that the "defendant's conduct was irritating to plaintiff's feelings but not exceedingly injurious to its pocketbook."

In addition to the \$2,750 damages, the manufacturer was allowed \$250 counsel fees to be assessed as part of the costs.

The court issued an injunction restraining the Maus Piano Company from further use of the Gulbransen-Dickinson trade-mark.

Pittsburgh "Dispatch" Discontinued

The Pittsburgh *Dispatch* discontinued publication February 14, its plant and good-will having been purchased by other Pittsburgh newspaper publishers: The Post Publishing Company, publishing the *Post*; the Sun Publishing Company, publishing the *Sun*; the Newspaper Printing Company, publishing the *Gazette-Times* and *Chronicle-Telegraph*, and the Press Publishing Company, publishing the *Press*. The Pittsburgh *Dispatch* was founded in 1846.

Belting Account with Spencer-Lay

The advertising account of the Rossin-
dale-Reddaway Belting & Hose Com-
pany, Newark, N. J., manufacturer of
"Straightline" fan belts and "Perma-
nent" transmission lining, has been
placed with the Spencer-Lay Company,
Inc., New York advertising agency.
Automotive publications will be used.

The Southern Planter

(Est. 1840)

Richmond, Virginia

According to a report of the Federal Reserve Board, the territory covered by the Southern Planter showed the largest percentage of increase in savings in 1922 over 1921—13.9%. This is 10½% greater than the National average and 5% larger than the next largest gain. Only the prosperous have. Only the thrifty save. Here is where prosperity reigns; Virginia, North Carolina, Maryland, eastern West Virginia and northern South Carolina.

**Paid circulation:
more than 132,000—
A. B. C. audit.**

*For full and complete
information write home
office or*

J. M. RIDDLE CO.

New York, Chicago, Cleve-
land, St. Louis, Kansas City,
San Francisco, Atlanta

Forgetting the Old Customer to Take on the New

"THE average manufacturer and retailer are neglecting a veritable gold mine of potential business, their present customers, in their mad efforts to obtain new customers," said Harry Kirtland, of The Kirtland Company, Toledo, in a talk before the Toledo Advertising Club.

Out of a large list of retail stores chosen for the test, it was found that the average store holds 85 per cent of its trade during a year, and loses 15 per cent, for a variety of reasons, divided as follows: out of 100 lost customers in a group of Iowa stores, 68 stopped buying because of indifference on the part of employees; 9 because of price or service advantages elsewhere; 3 due to moving out of the trade territory; 14 because of unadjusted grievances; 5 on account of influence of friends and 1 dead or unaccounted for.

The stores gained on an average of 15 to 25 per cent of new trade. Yet, said the speaker, practically all of their advertising effort was directed toward getting this 15 per cent rather than toward persuading the 85 per cent to patronize other departments of the same store. It is a recognized fact that women go into one department store for an article, and then wishing to make an additional purchase, walk out of this store to one across the street or a block away, when the first store carried both lines. The same condition holds true regarding the manufacturer, only exact figures are not so readily available.

In speaking of the value of a customer to a store, as contrasted with a single-time purchaser, Mr. Kirtland presented the following figures, obtained from a study of a large number of stores in each of the lines mentioned:

In a year's time the average customer of a clothing store buys \$85 worth of merchandise; in a large department store, \$362; in

a cloak and suit house, \$236; in a shoe store, \$35 to \$68, depending upon whether the customer is single or the head of a large family; in a furniture store, \$87 (setting aside young couples outfitting their first home).

Mr. Kirtland made the plea that each one should analyze his business in the light of these figures, or obtain his own, to suit the individual case. Then it would be simple to determine how much a firm could afford to spend to win a new customer, hold an old one, or get a greater share of his trade.

New Advertising Business at Cincinnati

Paul G. Perry, formerly advertising manager of the Syracuse, N. Y., *Post-Standard*, and more recently with the Ferger & Silva Company, Cincinnati advertising agency, has started an advertising business at Cincinnati under the name of the Paul G. Perry Advertising Company.

The new organization is handling the accounts of the Excelsior Shoe Company, Portsmouth, O., in national and business papers; the Whist Dummy Holder Company, Cincinnati, direct mail, and the Ohio Pattern Works, Cincinnati, and the Steidle Manufacturing Company, radiator manufacturer, Cincinnati, in business papers.

Joins Arkin Advertisers' Service

William M. Nelis, formerly with the Chicago agency of the Mergenthaler Linotype Company, has joined the Arkin Advertisers' Service, Chicago. Mr. Nelis was with the Mergenthaler Company for eighteen years, for the last six years as typographical expert in charge of the Chicago development division.

Cosmetic Account for Pacific Coast Agency

The Belcane Products Company, San Francisco, maker of cosmetics, has placed its account with the Lockwood-Shacklefrod Company, advertising agency of Los Angeles and San Francisco. National magazines and newspapers will be used.

Toronto "Globe" Advances Harry J. Elder

Harry J. Elder, who has been in charge of general advertising east of Toronto for the Toronto *Globe*, has been appointed foreign advertising manager of that newspaper.



ON FEBRUARY SEVENTH,
upon the Second Anniversary of
the establishing of the advertising
agency of Grandin-Dorrance-
Sullivan, Incorporated, the name
of the corporation was changed to
Dorrance, Sullivan & Company.

This change affects the name
only, the staff, personnel, accounts
handled and branch offices oper-
ated, remaining the same.

DORRANCE, SULLIVAN & COMPANY

130 West 42nd Street, New York

McCormick Bldg.
CHICAGO

Main at Colfax
SOUTH BEND

"Building A Cathedral"

Three masons were working side by side on the same job. A passer-by asked them, "*What are you making?*" The first replied, "\$3.00 an hour." The second said, "I am cutting stone." The third answered, "*I am building a cathedral.*"

The first saw only his fee. The second looked no farther than his task. The third—*the visualizer*—saw the *cathedral*.

Ten years ago the founder of this institution *visualized* an agency that would understand the *dealer* so well that it would know how to make the dealer function as a far more powerful *distributing* force for the *manufacturer*.

After ten years of building, the vision has been fulfilled. The contact which this agency now enjoys with hundreds of the country's foremost retailers enables us to supply the long-felt need for an agency that can engineer successful national advertising campaigns and *combine* with such *campaigns* the securing of active *dealer* co-operation.

R. E. SANDMEYER & CO.
Advertising
153 North Michigan Ave. Chicago

To Advertise Stock Frauds Out of New Jersey

UNDER the guidance of the New Jersey Bankers' Association a concerted effort is to be made toward curbing the sale of fraudulent securities in New Jersey. Page newspaper advertising sponsored by the association warns citizens with the slogan, "Before You Invest—Investigate," and promises upon request through a local bank to make an investigation without cost for a prospective investor.

Present plans also call for the distribution to each householder in the State of an "Investor's questionnaire" to be filled in by the salesman and taken by the prospective investor to his banker for advice. The questionnaire requests the name of the salesman; his former occupation; kind and amount of stock offered and total of issue; amount of stock given for property, good-will and patents; price offered for Liberty Bonds if acceptable in payment; par value of the stock, its market price, and whether it has a ready market and where; whether it is accepted by banks as collateral for loans, and if so, what banks are accepting it; the present earnings; bank references, and the names of officers of the company together with their former occupations.

It is planned that county sub-organizations shall advertise extensively; arrange for the showing in motion-picture houses of slides explaining the purpose of the campaign, and distribute posters. Individual banks are to aid through their efforts with their depositors. Rufus Kiesler, president of the New Jersey Bankers' Association, states that other county and State organizations will co-operate. The plan has received the endorsement of the New Jersey State Chamber of Commerce, the Associated Advertising Clubs of the World, the New Jersey Safe Deposit Association, and other business and welfare organizations.

Roughly Speaking—

OUR BUSINESS IS TO DELIVER MENTAL IMPRESSIONS BY THE MILLIONS.

WHAT DO YOU WANT TO TELL 'EM ?

BOSWORTH, DE FRENES & FELTON
MOTION PICTURE PRODUCERS & DISTRIBUTORS
WILKES-BARRE, PA.

The Billboard Weekly

AMERICA'S FOREMOST THEATRICAL DIGEST

THE BILLBOARD
is called "Billy boy,"
by the people of the show world.

THIS evidence of affection has a significant meaning to those who are seeking the best medium for obtaining the patronage of show folks.

Member A. B. C.

NEW YORK
1493 BWAY. BRYANT 8470
CHICAGO | **CINCINNATI**
35 50. DEARBORN | 25 OPERA PL.

Feb. 15, 1923

Tell Your Story In Pictures

EVERYBODY looks at and understands pictures. They have a universal appeal.

What better way is there to tell your advertising story?

Many prominent advertisers are using Artgravure in their direct advertising because it reproduces pictures with more faithfulness of detail, with softer tone and with a lustre unobtainable in other forms of printing.

And—we can show you that it is much quicker to produce and usually more economical. May we?

ART GRAVURE CORPORATION

• ART • GRAVURE *Pictorial Printing*

NEW YORK CLEVELAND
406 WEST 31ST. PLAIN DEALER BLDG.

Visualizer and Layout Man Wanted

by Advertising Agency.
Send letter giving age,
experience, previous
connections and salary
desired.

For appointment ad-
dress "W. N." Box 30,
care of Printers' Ink.

This position is in New York.

Five Department Stores Combine

A new chain of department stores has been organized under the name of the National Department Stores, Inc., consolidating the following established firms: the Bailey Company, Cleveland; the Rosenbaum Company, Pittsburgh; the B. Nugent & Brother Dry Goods Company, St. Louis; the George E. Stifel Company, and the George R. Taylor Company, both of Wheeling, V. Va. Victor M. Sincere, the president, summarized the combined sales and net profits of these stores for fiscal year ending January 31 as follows: 1917 sales, \$17,931,173, profits \$1,058,135; 1918 sales, \$20,899,145, profits \$1,288,141; 1919 sales, \$29,243,950, profits \$2,152,543; 1920 sales, \$39,981,093, profits \$1,181,987; 1921 sales, \$32,663,263, profits \$934,467, and 1922 sales for eleven months, \$30,484,532, profits \$1,935,560.

C. J. Ollendorf Starts Agency at Chicago

C. J. Ollendorf, formerly vice-president and treasurer of the Wells-Ollendorf Company, Chicago advertising agency, has established his own general agency business at Chicago. It will be known as The C. J. Ollendorf Company. Among the accounts which this company will handle are the Triple Metals Corporation, Waukegan, Ill., manufacturer of locks and wall safes; The Super Antenna Company, Quincy, Ill., manufacturer of radio apparatus; F. W. Planet & Sons, Chicago manufacturer of Northlight skates, and the Luger Sales Company, sporting goods, Chicago. Mr. Ollendorf was with Erwin, Wasey & Company and Henri, Hurst & McDonald, Chicago agencies, prior to becoming a member of the Wells-Ollendorf Company.

Walker & Company Staff Changes

Walker & Company, outdoor advertising, Detroit, has appointed C. J. Mehegan as manager of its Flint, Mich., office and R. C. Rockelman manager of its office at Saginaw, Mich.

Mr. Rockelman was formerly manager of the commercial department. Mr. Mehegan previously had been with the Fitch Advertising Company, Albany, N. Y.

Jackson Baker Made Advertising Manager

Jackson Baker, secretary to the vice-president and general manager of the Pacific Mail Steamship Company, San Francisco, has been made advertising manager, succeeding Paul Faulkner.

Joins Atlantic City Agency

W. Lane Dilg has joined the advertising agency of Gormley-Smith-Peifer, Inc., Atlantic City.

Read ~

SYSTEM
The MAGAZINE of BUSINESS

Edited by
A.W. SHAW

A Leader in
Business News

*The Three Ways to Build
STEADY PROFITS*

L.T. BEDFORD, President, Corn Products Refining Company

Why I Always Ask:

*"What Will It Do to the Rate
of Turnover?"*

SAMUEL W. REYBURN, President, Lord & Taylor

The Trend of Business
 The Fifth Instrument of the Biography of John H. Patterson
 27 other articles and departments.

MARCH 1923

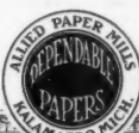
At newsstands



25 cents

Feb. 15, 1923

ALLIED PAPERS



The Place for Dependable Offset in Your Direct Advertising.

DONE in offset on Allied Dependable Offset Paper, booklets, folders or broadsides take on the charm of clear water-colors and the pleasing smoothness of pastels.

You can go a long way in producing exquisite direct mail pieces economically on Dependable Offset. It provides impressive bulk, without adding weight. It reduces costs on long runs. And it possesses a soft-textured surface which is kind to the reader's eyes.

Among the country's foremost printers Allied Dependable Offset is recognized as a sheet of particular merit — possessing those fine qualities which make for satisfaction in offset work. Use it for beautiful results.

• • •

Kingkote is a special coated offset for use where price is not the main consideration. Liberty and Special are less expensive grades — both possessing fine value. We will gladly send samples on request.

ALLIED PAPER MILLS

In writing for samples please address Desk 2, Office 3

Kalamazoo, Michigan

New York Warehouse: 471-473 Eleventh Avenue

10 Paper Machines
BARDEEN DIVISION • KING DIVISION • MONARCH DIVISION

34 Coating Machines



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Middle-Western Advertising Clubs Meet

Organization of a Permanent Association to Interest Retailers Effected at Advertising Club Meeting

THE Seventh District Associated Advertising Clubs held its annual convention in St. Louis on February 6-7-8 in conjunction with a Move-More-Merchandise Conference. There was a total attendance at the convention of about 1,000.

The Move-More-Merchandise Conference, which was the outstanding feature of the advertising convention, was sponsored by the Advertising Club of St. Louis. At the close of the convention it was decided to effect a permanent organization under the name of the "Move-More-Merchandise Association of St. Louis."

SOME OF THE SPEAKERS WHO ADDRESSED THE CONVENTION

At the first session of the convention addresses were made by Miss Katherine Mahool, vice-president of the Associated Advertising Clubs of the World, on "How Advertising Can Appeal to Women Buyers"; Fred P. Mann, retailer of Devil's Lake, N. D., on his experience in establishing a large merchandising business on a "shoe string"; J. C. McQuiston, manager of publicity for the Westinghouse Electric & Manufacturing Company; A. J. Wolfe, chief of the division of commercial laws of the United States Department of Commerce, and by Martin L. Pierce, research and promotion manager of the Hoover Suction Sweeper Company. Among other speakers of the first session were: R. W. Etter, Pine Bluff, Ark., president of the Seventh District Associated Advertising Clubs; Edward T. Hall, of St. Louis, and A. E. Bebow, advertising manager of Roberts-Johnson Shoe Company.

On the second day of the convention the meeting was addressed by Harry Tipper, manager of *Automotive Industries*; Joseph

Meadon, president of the Direct-Mail Advertising Association and general manager of the Franklin Press; Detroit; C. H. Evans, division manager of the American Multigraph Sales Company; George Frank Lord, director of advertising, Chevrolet Motor Company, Detroit; John H. DeWild, of Ely & Walker Dry Goods Company, St. Louis; Dr. A. H. Fairchild, Department of English, University of Missouri, and Gurney Lowe, Neosho, Mo., in charge of extension work for the Associated Advertising Clubs.

A paper prepared by Dr. W. F. Gephart, vice-president of the First National Bank of St. Louis, on "Some Economics, Fallacies, Fancies and Facts for the Advertising Man" was read before the convention. Part of this paper is given elsewhere in this issue of *PRINTERS' INK*.

On the closing day of the convention addresses were made by Geo. W. Hopkins, vice-president of the Columbia Graphophone Company; John Sullivan, secretary-treasurer of the Association of National Advertisers; Fred Y. Presley, general manager of the Harvard University Committee on Economic Research, and Frank LeRoy Blanchard, advertising manager of Henry L. Doherty & Company.

At the annual banquet of this association, held on the evening of February 7, Samuel R. McElvie, editor and publisher of the *Nebraska Farmer*, spoke on "Fool Friends of the Farmer."

Lou E. Holland, president of the Associated Advertising Clubs of the World, presided at the banquet.

It was decided that the 1924 convention of the Seventh Division of the Associated Advertising Clubs of the World would be held in Kansas City.

*Opening for
Sales Manager*
**OREGON CITY
WOOLEN MILLS**

We are not making this a blind ad in order that we may reach the sales manager already familiar with our products, or those in kindred lines who see the possibilities of intensive sales-development.

Back of our business is the romance of wool. We weave our own virgin wool fabrics here in the great wool country—then market them to the retail trade, as well-tailored overcoats, mackinaws, flannel shirts, lounging robes, also fine motor robes, Indian blankets, and bed blankets.

We will consider ONLY men who have made good as sales managers of similar lines which are distributed nationally direct to retail clothing and department store trade. This job demands hard work and lots of it, both at our home office and in the field. The fact that we are large national advertisers calls for thorough knowledge and resourcefulness in selling advertising to our salesmen and to the retailer.

Our advertising is the "Big Berthas," our salesmen the soldiers, and the sales manager a general—but he must be a REAL one!

To the man who qualifies we offer adequate salary; opportunity to acquire stock after ability is proved. Write in confidence, sending recent photograph, to

A. R. JACOBS, President
**OREGON CITY WOOLEN
MILLS**
Oregon City, Oregon

**Regal Scraps
Experience to Adopt
New Sales Policy**

(Continued from page 6)

individual because of the variations with which the styles were manufactured, all these small orders had to be put through special. This was naturally costly. In fact, labor costs alone on less than half-dozen lots were 50 per cent higher, to say nothing of the expense of handling, supervising, tracing and shipping.

DISTINCT SAVING WAS MADE ALL DOWN THE LINE

"Consider it from the angle of our retail stores. Selling is simplified. Instead of three grades to choose from, a customer has one. On the old basis a salesman would bring out a given style in one quality—he might also have to bring out a similar style in the other two qualities. The selling process is shortened. A customer coming into the store is pre-sold on the price—his mind is set to pay \$6.80. There is no argument, no debate whether to take this quality or that—the customer's decision is hastened. Our selling problem is merely to fit the customer's feet. The time required to make a sale has been cut in two. Salespeople could make double the number of sales in a day—we did not find it necessary to increase our retail selling force to handle the increased volume of business. Direct selling costs are thereby reduced.

"Clerical stock-keeping in the retail store is simplified—even the saving in the little matter of ordering makes a noticeable reduction of expense. Total store inventory is of course less, it therefore has to earn a smaller gross to take care of its overhead. Despite the fact that our sixty retail stores are doing about the same as the former volume of sixty stores and 1,000 dealers, our retail inventories are less by 26 per cent!

"Another material saving is in

the expense of traveling salesmen, of whom we had a corps covering the country in our dealings with agents. Salaries and expenses of salesmen in the shoe business run to around 8 per cent. We have a clean saving here on the volume formerly done through dealers which we have replaced by increased volume in our own stores.

"You ask how and why we decided upon the price of \$6.80, or why we couldn't have standardized and reduced prices without adopting a one-price policy and so perhaps held our dealers' business. To explain this I must recite a bit of back history. When I opened my first retail store in Boston it was on a one-price basis—\$3.50, in those days a popular figure. Later we added a line at \$4 and still later one at \$5. It was the outgrowth of this beginning that we had three qualities at the time we made our change in 1922.

"In 1907 we began to develop dealer business and gradually got away from the standardized price basis, as set prices embarrassed the dealers. In adopting the \$6.80 policy we were really no more than going back to our original method—a method we knew had always had a peculiar psychological appeal—always with the proviso that the price be a popular one. In considering our new policy we made estimates of what increases we might expect, what our manufacturing costs might be. Adding those together, with a reasonably small profit, the figure fell at \$6.80. This we felt would be a popular price for our class of trade—so \$6.80 it was made.

"Had we merely standardized and reduced prices without the one-price appeal, results I am sure would not have been the same—at any rate, not so immediate. While it would no doubt have stimulated our business, there is an urge, a conviction, in that one \$6.80 figure which has been largely responsible for bringing an immediate public reaction. It was, in other words, new, more radical, more credible, than a mere reduction in prices, announcements of which the public had been getting for months

Just Published—



Building Overseas Business

YOU can build profitable foreign business today by properly directed advertising. David Leslie Brown, Advertising Manager of the Goodyear Tire and Rubber Export Company, shows you how representative American concerns are doing it in

"Export Advertising"

This newly published volume explains the nature of the problems you will encounter and helps you develop a working organization and working methods to meet them. To every manufacturing or trading concern selling abroad or considering such expansion, and to every advertising agency, it affords a rich source of money-making suggestions.

It shows you how a small staff can plan and direct foreign advertising from the home office at a minimum cost; how to work through local dealers; how to determine the amount to be spent; how to use foreign mediums; how to adapt your copy and layouts to foreign conditions. 1923. 342 pp., cloth, \$4.

Send for a Copy. This book helps you control export advertising along lines that have proved sound in domestic practice. The order form below will bring you a copy on five days' approval.

RONALD

THE RONALD PRESS COMPANY
20 Vesey St., New York, N. Y.

Send me postpaid Brown's "Export Advertising." Within five days after its receipt, I will remit the price, \$4., or return the book.

Name

Business Address

(632)

Firm

Position

from a thousand different sources. "Another consideration we had to study carefully before making our radical move was its cost in the way of inventory mark-down. This cost, too, we decided to assume. To determine at what figures to take our inventory, we used this method: In January, 1922, we held mark-down sales in all our stores. We took the average price received during those sales, deducted average expense, and assumed that the remaining figure was a correct basis at which to reckon our inventory. We started, therefore, with an actual, not a fictitious value.

"One point you will perhaps notice is that our figures are based on pairs rather than dollar volume. I believe that is the safest and best method of figuring. Our production capacity and our retail selling capacity is really so many pairs rather than so many dollars. The basic aim of our efforts is to utilize that capacity as fully as possible. When we reckon on the basis of pairs we are not misled by the rise and fall of values. Dollar volume is interesting, but the number of units vital. I believe it was one of the most common mistakes of the war period that business men looked only at the dollars and not at the units; and the business of many a concern was poor when it was really thought to be booming.

"How is the one-price policy affected by the varying costs of different kinds of shoes? It isn't. There are some things we must sell at no profit or at a loss. Take high calf-lined hunting boots, for instance. We are selling these at \$6.80, the kind that ordinarily would be sold for \$12 or \$14. Of course these we are selling at a loss, but the volume of hunting boots sold is not so great that this is a serious matter. There are some other types which ought to be selling at more than our standard price. We carry them to be in position to render complete service, and are satisfied to do with a smaller profit in the larger benefit that comes from the standardized policy.

"Advertising, of course, played an important part in putting over the new policy to the public. We increased our advertising appropriation by 50 per cent. Our announcements took the form of 'A New Platform—One Profit, One Quality, One Price.' They were illustrated by drawings of an actual platform in which the planks each represented one of the phrases. In order that the \$6.80 price should have its proper setting and that the public should be made conscious that this represented a radical innovation, we even changed the color of our stores; and overnight they emerged from their war paint of battleship gray to a bright, cheerful buff and ivory finish. Brand new schemes of window display were worked out to get the maximum effect for the \$6.80 price.

"Are we not running into danger in placing such emphasis upon the price in view of the fact that it may be necessary to revise it again, either up or down? I think not. My purpose is to change this price as costs change. We are really putting over a one-price plan even more than the figure \$6.80—that is only a temporary medium. The actual figure itself may change. In all probability it will go downward; and with each new change we shall have something new and striking to advertise.

"In line with this thought, the headlines of our advertisements after a few months commenced to take account of quality and fitting service and individual styles. The price, while receiving emphasis, was subordinated. This is really our basic message—style and quality combined with a moderate price. The great emphasis on the price when we inaugurated our new plan was only an interlude. I do not, therefore, anticipate any difficulty when it becomes necessary to change the price again.

"In this connection it is perhaps interesting to notice the difference between the increases on men's and women's shoes. Men's jumped 79.92 per cent, while women's

ectoplasm

Don Marquis, N. Y. Tribune, says it's pretty good stuff to mend furniture with

WHAT IS IT?



Sir A. Conan Doyle, whose faith in the supernatural challenged SCIENTIFIC AMERICAN to turn the force of scientific light in the spirit world.

We are going to find out. The SCIENTIFIC AMERICAN is making an offer of \$5,000 for a convincing proof of the genuineness of psychic phenomena. The committee of scientists and investigators who will conduct the seances are Prof. William McDougall of Harvard, Dr. D. F. Comstock of Mass. Inst. of Technology, Drs. Walter Prince and H. Carrington and Harry Houdini.

No psychic medium can ever again say that the world has failed to give spiritism a fair opportunity to prove itself; for through its impartial but scientific board the SCIENTIFIC AMERICAN will announce a true verdict on their claims.

SCIENTIFIC AMERICAN

MUNN & CO.,

Woolworth Building, 233 Broadway, New York City
 Tower Building, Chicago
 625 F St. N. W., Washington

Hanna Building, Cleveland
 Hobart Building, San Francisco

Wanted—a Sales Manager

This advertisement has appeared before, but the man has not come forward. We want a man who has had years of experience as the executive head of sales forces, preferably from fifty to one hundred men, and whose experience embraces something besides commodity and jobber selling. We sell service to manufacturing firms. We necessarily deal with principals only. The man we want must know how to find, sell, train and manage traveling commission salesmen of a high type. This is an established company with a successful selling record which we want to continue and multiply. Basis of compensation, salary and percentage, and we want a man of extraordinary earning power who can, must and will make a big income. Confidential correspondence invited from the man whose record warrants his aspiring to this job.

Address "N. H.", Box 25,
care Printers' Ink.

increased 21.97 per cent. This I attribute to men being more susceptible to a logical argument on price and really looking for the opportunity to get the best for their money. Women are keen bargain hunters, but the bargain sale is an appeal to an instinct. The advertising of our new policy was merely a logical argument which would impress the reasoning faculties of the man more than the woman.

"You ask me to what extent, if any, the improvements in our business have been due to factors outside of our change in policy. The shoe business in general was in 1922 about the same as in the previous year—a recent report shows only a very slight difference. There has been, therefore, no great general increase in consumption. General labor costs by which we were affected did fall slightly—about 5 cents a pair. To that extent, therefore, outside influences are to be credited."

This move of the Regal Shoe Company and its happy outcome holds in it much of value to other manufacturers. Different concerns tried to meet the business situation in various ways. Some increased the number of lines, others brought out novelties; some reduced quality and price to what they thought would meet the public idea. Some increased their advertising. Comparatively few treated the situation with a radical reduction in the number of lines, with standardization and volume production upon a small number of items. But the opportunity is still there—the time is still ripe.

Naturally a move of this sort is usually risky, but the gain is more than proportionate to the risk. There was no assurance in this case that a large increase in sales would follow a reduction in price; but as President Bliss says, it is a proved principle of business that as the unit of price goes down on any article, the unit of consumption goes up. There was no assurance, either, that a large decrease in costs would follow, to compensate for the large decrease in selling price, for the loss of dealers'

Hand-Picked!

A hand-picked circulation means a carefully selected subscription list, and a circulation composed of business executives sure is a hand-picked circulation.

Such a list of 85,000 men who have more than 850 millions to spend annually for the things that they and their families want is the HAND-PICKED circulation of

THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

Eastern Representatives
Constantine & Jackson
7 West 16th St., New York

CHICAGO

Mid-West Representatives
Wheeler & Northrup
1340 Marquette Bldg., Chicago

Advertising Manager, Frank R. Jennings, 910 So. Michigan Blvd., Chicago

Subscription price: \$1.50 in U. S., Newfoundland, Cuba, and other countries to which minimum postal rates apply; \$1.75 in Canada; \$2.00 in all other countries

Published Monthly by Rotary International

Goods
seen
are
goods
sold



MERCHANDISING strategists recognize our display container as a vital link in the selling chain; advertising the goods *within* the store and attractively presenting them for purchase—while the consumer's pocketbook is open.

The Singer tilted counter display container is the one and only means of reaching the public mind where the public buys while it is in the buying mood.

It is the one form of dealer co-operation that does not put work upon him.

We should like to send you a sample container. Write us. Or ask your agency to co-operate with us.

INTERNATIONAL FOLDING PAPER BOX CO.

J. B. SINGER CO., INC.

Display Division

400 South Second St., Brooklyn, N.Y.

QUICK SET-UP STRONG SHIPPING FOOL-PROOF
DISPLAY CONTAINERS

Only Two Newspapers showed a circulation gain in Paterson in 1922

**They were The Press-Guardian
and The Sunday Chronicle**

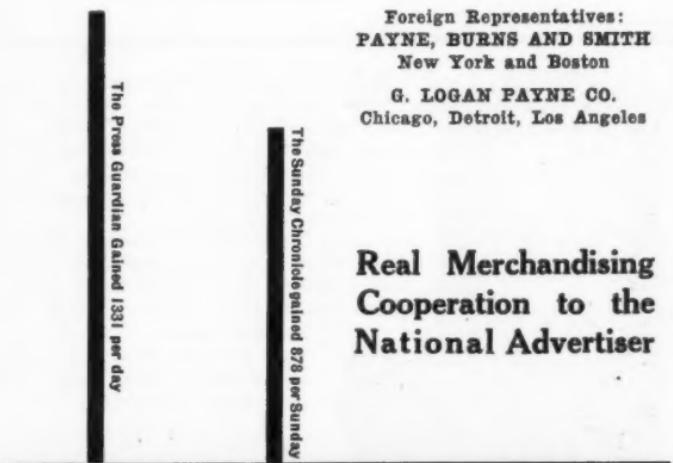
This chart shows the average net paid gain per day based on circulation statements rendered the Government on October 1, 1921, and October 1, 1922.

Since its last report was made The Press-Guardian has been steadily climbing and the advent of another morning paper has again altered the situation.

Foreign Representatives:
PAYNE, BURNS AND SMITH
New York and Boston

G. LOGAN PAYNE CO.
Chicago, Detroit, Los Angeles

**Real Merchandising
Cooperation to the
National Advertiser**



The Morning pa-
per lost 40 copies
per day.

The other Eve-
ning paper lost
65 copies per day.

THE PRESS-GUARDIAN

Is the Paterson Member of The New Jersey Daily League

business, and for the inventory mark-down. "But again," said Mr. Bliss, "when we considered what had been done in other industries by standardization and quantity production, we felt certain similar results would follow in our business."

Mr. Bliss concluded: "The new policy I believe will have a permanently increasing effect on our business; as we go on we will continue to receive a larger and larger share of the total business of the country. Because, when all is said and done, though service counts, style counts, location counts, advertising counts—the thing that counts most of all is price in relation to quality. To the business man who can give a lower price, all other marketing problems are simple."

Chicago Agate Club Hears John Moody

John Moody, head of Moody's Investors Service, told members of the Agate Club of Chicago on February 6 that American business men must take into account developments in Europe today in making business plans and forecasts for 1923. "Every business man is optimistic today with reservations as to the length of time the present period of prosperity will last," Mr. Moody said. "Many appear to think that we are entering another period of higher prices, which may be known as secondary inflation. To decipher our prospects for the future we must give full thought to developments in Europe and the reparations question, because we cannot have stability until reparations are settled. The occupation of the Ruhr by the French and Belgians will probably bring the reparations questions to a head within the next few months. But no settlement can be brought about, either economic or political, until the United States recognizes that she must become a real factor in the settlement."

Leo Chanin Joins C. Nestlé Company

Leo Chanin, formerly with the Standard Rate and Data Service, Chicago, and at one time advertising manager of the Greensboro, N. C., *Record*, has been made advertising manager of the C. Nestlé Company, New York, manufacturer of permanent hair-waving outfits.

J. W. Lindau, Jr., recently advertising manager of The Menter Company, Inc., New York, is again associated with J. W. Lindau, Jr., Inc., sales promotion, also of New York.

WANTED —A Full Grown Advertising Manager in Motion Picture Industry

WE need immediately a representative in New York City who will act as advertising manager for one of our clients.

A very unusual opportunity for a well-balanced demonstrated advertising executive who has imagination and vision commensurate with the bigness of the proposition.

This is a man-sized job for a man who is *here now*—and the man who holds it must of necessity be a loyal, diligent and conscientious worker. For such a man the rewards will be very attractive.

Write us (don't call) why you believe you are the *right man*, and give us an idea of salary you would require. Correspondence will be sacredly confidential.

Address President
THE BLAINE-THOMPSON CO.
ADVERTISING

Fourth National Bank Bldg.
Cincinnati, Ohio

Sales Manager

Our client, a successful corporation, outstanding national advertiser, marketing a product with universal distribution among stationery, jewelry, drug, and department stores, requires the services of a competent sales manager. Headquarters in Chicago.

Applicants between thirty and forty years old, with successful experience in selection and management of salesmen preferred.

Write fully, stating salary wanted. Applications confidential.

Room 1201
105 S. La Salle St.
Chicago, Ill.

Gets a New Name for Old Product from Its Slogan

THE H-O Cereal Company, Inc., of Buffalo, has standardized its entire line of poultry, horse and dairy feeds, with the exception of Life-Saver Steam-Cooked Chick Feed, under the name of Algrane Brand. A new standardized design is being used for all bags carrying the Algrane brands.

An advertising campaign is just starting in a list of poultry and farm magazines on Life-Saver, and early returns indicate that sales for the present season will be larger than last year. The name Life-Saver Steam-Cooked Chick Feed was recently adopted to replace the name H-O Steam-Cooked Chick Feed.

For many years H-O Steam-Cooked Chick Feed had been advertised as "The feed that saves the lives of baby chicks." Returns from the advertising indicated that this slogan was becoming widely known and popular among the trade and users of the product.

A few months ago, when a national magazine campaign was begun on H-O Oats, the principal product of the H-O Cereal Company, it was found that some confusion resulted in new territory because of the use of the term "H-O" in connection with the chick feed.

It was decided to change the name of the chicken feed and the word "Life-Saver" was decided upon as being not only descriptive of qualities of the product, but also because it had already been indirectly popularized.

The new name is being introduced gradually in both advertising and package, the old name being eliminated by the fade-out process, and so far practically no confusion has resulted from the change.

A. W. Stromberg, advertising manager of the Davis-Watkins Dairymen's Manufacturing Company, Chicago, has resigned, effective March 1.

The Merit of the Medium

A PRINTING PLANT big enough to have all the best type faces and modern machinery, yet small enough so that every job has an identity—a medium-size plant.

Its size makes possible a *personal* service not obtainable in the larger plants—not only the personal service of a salesman, but of every unit in the organization as well.

That is the advantage of using a medium-size plant which is efficient and properly organized.

Our customers tell us that is why we get their business.

**THE WOODROW PRESS, INC.
351 WEST 52ND STREET NEW YORK**

"Send it to Woodrow"

Boston Globe First

During 1922 the total number of lines of Department Store advertising printed in Boston papers having Daily and Sunday editions was

**GLOBE 3,457,099
Second paper . 2,916,732**

Write Advertising Manager, Boston Globe, for information about the Boston territory.

**The Globe Should Be
First on Your Boston List**

I have written another book!

To my acquaintances
among Printers' Ink readers:

Many excellent books on letter-writing have been produced.

Nevertheless, about two years ago, I thought I saw the need for a big, comprehensive review of this great subject of business letters and their varied use. On every hand I saw increasing interest in correspondence improvement and supervision; in such special types of letters as those directed to salesmen, women, farmers, dealers, young people and professional men; in the possibilities of the illustrated letter; in the great importance of adjustment correspondence; in the organizing of mail-sales divisions, and the handling of routine letter-writing in a good-will gaining-and-retaining way.

So I got busy. My friend Harry D. Nims helped me with a section on Letters and the Law that will aid correspondents in keeping clear of legal troubles. Walter Wyman aided in the preparation of a good section on export correspondence.

I delved into the subject of printed and "processed" letters, Hooven-system letters, the use of the dictating machines and a dozen other interesting topics, digging up many helpful experiences.

In reality, this undertaking was, to a large extent, a reportorial job and the finished result is a big "experience meeting." For I went to hundreds of business acquaintances to learn their experiences, so that the book would not be largely an exposition of my own pet notions. On such subjects as the compiling of mailing lists, what kind of postage to use, whether or not to insert names and addresses, the timing of mailings, use of samples, etc., I have a valuable summary of views.

The experiences and methods of such firms as Sears Roebuck, Montgomery Ward, National Cloak and Suit Company, Larkin Company, Westinghouse Electric, and many others are cited.

Of course the book had to include a big section on credit and collection letters, sales letters and complete letter campaigns, illustrated by scores of examples. Another section consists solely of examples of effective letters sent in by friends with data about use and results.

Finally, I put into the volume a revision of a series of loose-leaf Better Letters Bulletins of mine that some five hundred of the largest American firms used to improve their correspondence.

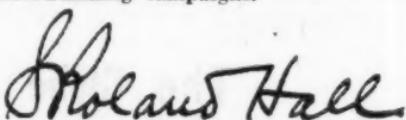
The finished job looks like a young encyclopedia—more than a thousand pages. But I have a publisher who believes in the undertaking, the McGraw-Hill Book Co., of New York, and the volume will be off the press in about two weeks.

In time past I have prepared and helped to prepare a number of business courses, but I believe I have put into the pages of this book all that I could assemble in a complete course on the subject, though the course might sell for \$50 to \$100.

I have the notion that live advertising and sales managers will find in this volume just the kind of data and instruction that they need in their departments in order to have that potent medium of advertising—the letter—play its full part in business-building campaigns.

Easton, Pa.

February 10, 1923



PS.—The title is "The Handbook of Business Correspondence."

Trade Commission Issues Annual Report

Winsted Hosiery and Beech-Nut Cases High Spots of Year

By Chauncey P. Carter

IN accordance with the law which requires each unit of the Executive Department of the Government to submit to Congress in the fall of each year a report covering its activities during the preceding fiscal year (the Government fiscal year ends June 30), the Federal Trade Commission has made its report covering the seventh year of its existence and the printed report has just come from the press.

No previous year witnessed so many important Court decisions establishing and defining the powers of the Commission. Chief among these were the Winsted Hosiery and Beech-Nut decisions of the Supreme Court. In the Winsted Hosiery case, the power of the Commission to prevent misbranding was challenged and this challenge was upheld by the Circuit Court. The case turned on whether misbranding of goods in interstate commerce as for instance the use of terms like "wool," "merino" or "worsted" in connection with goods not wholly comprised of wool constituted unfair competition and if it did whether "it is to the interest of the public that a proceeding to stop the practice be brought." The Supreme Court decided both of these cases in the affirmative and thereby paved the way for the present vigorous campaign of the Commission designed to stamp out completely all forms of misbranding in interstate and export commerce. Pending this decision of the Supreme Court, scores of complaints in process of investigation or trial were held up with the result that since the decision was handed down, there has been a very great increase in the percentage of misbranding cases in which the Commission has issued complaints and final orders.

The Beech-Nut case, although of a totally different sort was of equal importance since it settled once and for all that while a firm may refuse to sell its products to those who will not agree to resell them at a fixed price, it may not go beyond this and suppress "the freedom of competition by methods in which the company secures the co-operation of its distributors and customers which are quite as effectual as agreements expressed or implied intended to accomplish the same purpose." Here again, the Supreme Court reversed the findings of the Circuit Court of Appeals and upheld the Commission.

THE SINCLAIR REFINING CASE

Other Court decisions rendered during the year which tended to fix and determine the scope of the Commission's jurisdiction and what constitutes "unfair competition in interstate commerce" were the Sinclair Refining case in which a Circuit Court held that because the loaning or leasing of gasoline distributing devices to retail dealers for a nominal consideration upon the condition that such dealers would not distribute through such devices the gasoline of competitors of the owners of the devices does not amount to a fraud in regard to some public or private right, the Commission is without jurisdiction even though the practice may have a tendency unduly to hinder competition or create monopoly. An appeal of the Commission from this decision is scheduled for argument before the Supreme Court March 5 next. For the same reason, the same Circuit Court dismissed the complaint of the Commission against the Kinney-Rome Company which gave premiums to salesmen employed by dealers to whom it distributed its products to induce

Here Is An Exceptional Opportunity

for a man who has made a real success of selling, but who wants a better connection.

An established advertising organization of unquestioned stability has an opening in New York for a man who knows and can sell men with buying authority.

Ours is the largest organization of its kind in America devoting its entire facilities and plant to planning, creating and manufacturing window and store display material for national advertisers.

Preference will be given to the man who knows and who has successfully sold advertising to national advertisers.

If you have been successful in this capacity, write for appointment, stating in detail past experience, present earning capacity, present connections, age, etc. Your application will be held in strict confidence.

Address "G. C." Box 37, care of Printers' Ink.

such salesmen to enhance the sales of the Kinney-Rome products to the exclusion of competitors' products. The decision of the Supreme Court in the Sinclair case will be equally applicable to the Kinney-Rome case, according to the Commission.

In the El Paso Wholesale Grocers' Association case, the Circuit Court of Appeals departed from precedent and affirmed an order of the Commission designed to prevent a combination of grocery dealers from conspiring among themselves and with manufacturers to prevent a chain of stores from getting sufficient or necessary supplies of certain groceries to carry on business.

In the Royal Baking Powder case, the Commission was again upheld by the Circuit Court. Here, the defendant admitted changing the ingredients of a baking powder that it and its predecessors had marketed as a cream of tartar powder for sixty years or more without sufficiently advising the public by label or advertisement of such change but maintained that inasmuch as no property rights of others had been invaded, there was no cause of action. The Court admitted that no property rights had been invaded and further admitted that before the creation of the Trade Commission the Courts had jurisdiction of an action for unfair competition only when a property right was invaded. It held, however, that it was this very situation or status of the law that Congress intended to change and did change in creating the Federal Trade Commission to protect primarily the interests of the public as against those of competitors who have their remedy at law when their property rights are invaded.

In Raymond Bros.-Clark Co. v. the Commission, the circumstances were substantially the same as in the El Paso Wholesale Grocers' case except that a single competitor was acting alone and not in combination with others in attempting to prevent another firm from obtaining supplies to carry on its business. Here again, the

Visualize The Possibilities

OFFERED YOU IN THE

The Providence Journal SPECIAL

Boston Automobile Show Number

SUNDAY, MARCH 11th

PROVIDENCE will have no Automobile Show this spring, and Rhode Island people will rely this year, just as they do every year on the Journal's Boston Show Number for authentic information in regard to Automobiles and Automotive Products.

LAST year the Providence Journal's Boston Automobile Show Number was very effective. Almost 300 columns of automobile advertising were carried, which was a greater volume than that carried by any Boston Paper.

Place Your Copy in
The Providence Journal's
Boston Automobile Show Number

—thereby reaching New England's most responsive market at a time when that market will yield a tremendous volume of immediate sales

Providence Journal Company
Providence, R. I.

Representatives

CHAS. H. EDDY CO.

New York

Boston

Chicago

San Francisco

R. J. BIDWELL CO.

Los Angeles

A Copy and Contact Man is available For Some New York Agency

You would find him valuable in helping develop small accounts or in doing constructive work on bigger ones. He has done both in big and small general agencies. He writes a style of copy that is clear and convincing. And he is the type of man personally that you would like to have in contact with your clients—he wears well.

He has a college education and is young enough to grow. You will find his ideas on salary reasonable and his references from people with whom he has worked.

The connection he seeks is a permanent one with a New York agency. It may be with a big agency, but more likely is with a medium-sized or small one handling high-grade business. He is available now. You can get in touch with him by addressing

"L. F.," Box 23, Care of Printers' Ink

WANTED—a Copy Writer with a human pen

We'd rather have a man who knows more about people than he does about the merchandise he writes about.

It is no job for a novice, and he ought to be able to prove his case with samples—for that is all the reader would see, anyway.

We will make his salary as attractive as the applicant will make himself to us.

The position isn't in New York City, but in a town a lot better, if not bigger.

Address "S. L." Box 28, care of Printers' Ink

Circuit Court vacated the Commission's order and the Commission plans to petition the Supreme Court for a writ of certiorari.

Where the Aluminum Company of America was cited by the Commission for lessening competition by acquisition of the capital stock of a competitor, the Circuit Court refused to consider the alleged motive for the acquisition of the stock (which was said to be the war need of aluminum), but concerned itself only with the results as to which it confirmed the Commission's holding that they involved a lessening of competition.

THE INDIVIDUAL COMPETITOR AND NOT PUBLIC SEEMS TO BE HARMED

It is to be regretted that an analysis of the complaints of the Commission shows a great many of them to involve considerably more damage to individual competitors than to the public as a whole. In most, if not all of these cases, the injured party was not without adequate remedy by suit in law or equity against the firm whose acts were complained of.

The continued docketing and prosecution of complaints of this nature leads one to believe that the Commission has not yet gained a proper sense of the meaning of the words "public interest," for while it may be said that it is in the public interest to prevent every unfair act, one must realize that the facilities of the Commission are limited by the appropriations out of the pockets of the taxpayers approved annually by Congress and that insofar as the Commission permits these appropriations to be expended in protecting the rights of every Tom, Dick and Harry who is anxious to avoid the expense of a lawsuit, the investigation and prevention of the many, many abuses of the public confidence which are of great concern to all of us and which still thrive unmolested must wait. It should be a *sine qua non* with the Federal Trade Commission (and if necessary legislation should enact) that no complaint shall be docketed by that Commission where investigation shows that

Competent Experienced Trained

Available about March first, the services of an advertising man of unusual experience.

At present, vice-president and general manager of well-regarded agency. Previously six years with leading New York agency, starting as mechanical manager; later manager foreign department, account executive and plan builder.

Sound early training in the technique of advertising covering period of five years.

Thorough knowledge of advertising in all its phases, plus an unusual acquaintance with selling and merchandising domestic and foreign and with business generally.

Seek connection as agency executive or sales manager for manufacturer. Age 32. Married. Location desired, New York City. Salary \$6,000. Excellent references as to character, honesty, industry and ability. Address "M. G." Box 24, Printers' Ink.

WANTED Sales Executive

Man to employ, train and direct salesmen for one of the largest manufacturers of household electrical specialties in America. Must also be capable of handling crews selling to consumers. Applicants must have broad experience in specialty sales work. Salary and expenses. Give age and full particulars in first letter, which will be treated in strict confidence. Excellent opportunity for right man. Address "P. G." Box 264, Printers' Ink.

Feb. 15, 1923

An automobile accessory—needed by every make of car—a time and labor saver—is for sale.

All initial manufacturing problems have been solved.

The inventor and his associates lack the merchandising experience and capital to put over this specialty.

They will sell outright all of their patent rights, plans, patterns, jigs, materials, etc., for \$20,000.

Or, they will consider an offer on a royalty basis.

Address
"E. A. R." Box 38, Care of
Printers' Ink

I WANT A MAN'S SIZE JOB

- Sales Management
- Sales Promotion
- Advertising

I'm looking for a tough proposition, a job that will take all the energy and ability and enthusiasm I can put into it—a job that will make me work night and day.

My experience embraces: Retail and National Sales. Sales Promotion for one of the biggest manufacturers in America. More than three years Advertising Agency work, including copy writing, planning and merchandising. Eight years newspaper work.

I have been largely instrumental in revamping national sales organizations for three big companies within the past two years—each now enjoying conspicuous success. I get things done.

The company I go with must be sound financially, progressive, and have real possibilities for growth. Prefer New York City, but will go anywhere. Address "D. W.," Box 34, Printers' Ink.

certain individuals or firms are more aggrieved than others and where such individuals or firms have an adequate remedy in the courts. Until this becomes the announced policy of the Commission, it will be besieged with complaints of everyone whose personal rights are infringed by an unfair competitor and the taxpayers' money that is appropriated for the prevention of acts that *primarily* deceive the public will be diverted to channels of considerably lesser importance. That no one has tested the jurisdiction of the Commission in such cases is more to be pitied than wondered at.

Seattle Insurance Agents Advertise

Thirty-three Seattle life insurance underwriters representing as many different companies recently subscribed to a page newspaper advertisement captioned "Take the If Out of Life Today." Beneath separate photographs, addresses and connections were given. Each large letter of the message: "Increase Your Life Insurance Today," began a paragraph devoted to a selling argument. The Seattle agents, the copy stated, were not sponsoring the advertisement as an association movement but as active supporters of the Insurance Code of Washington and of ethical principles of dealing with associates and public.

Golf Manufacturer Plans Larger Campaign

H. B. Canby, president and secretary of the Crawford, McGregor and Canby Company, Dayton, O., golf supplies, informs PRINTERS' INK that advertising during the present year will be on a more extensive scale than heretofore engaged in, general mediums being used in addition to regular golf publications.

Gordon Blanchard Joins Crocker-McElwain Company

Gordon Blanchard, recently assistant advertising manager of the Chemical Paper Manufacturing Company, Holyoke, Mass., has been made sales manager of the Crocker-McElwain Company, Holyoke, manufacturer of "Tokyo" and "Certificate" bond papers.

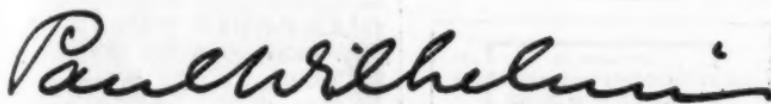
Leaves Buffalo Foundry & Machine Company

John Doughton, for the past eleven years assistant sales and advertising manager of the Buffalo Foundry & Machine Company, is leaving March 1 to devote his entire time to the Century Letter Company, a circular-letter service which he established at Buffalo about a year ago.

I, Peter Paul Anthony
Wilhelmi, artist, philosopher,
critic of life and letters, do hereby
announce that, about the Ides of
March, it will be a great pleasure
to me to find a group of congenial
spirits whose point of view about
advertising blends with mine and
who could use an art-executive of
my speed and calibre.

The greatest opportunity in adver-
tising is to get heart-contact with
the masses of the people.

Pictures which have that heart-
appeal quality are worth their weight
in gold to advertisers. This spirit
has been called characteristic of my
work and is the spirit I insist upon
from the artists whose work I direct
or buy.



Care of Charles Addison Parker and Associates
Suite 310, 41 E. 42nd St., New York

CANADIAN-UNITED STATES AGENCY RECIPROCITY ARRANGEMENT WANTED

We need the assistance of an agency in placing a substantial account in Eastern United States. At the same time we would like to handle the Canadian end of American accounts. Our knowledge of the Canadian field is very thorough and would be invaluable to you clients. We specially know the grocery field.

We are a live agency of good standing with a good list of Canadian accounts. We would co-operate to the fullest extent with a United States agency that will do likewise.

Address "R. E." Box 22,
Care Printers' Ink

GOOD SOUND EXPERIENCE

New Business and Special Representative now for prominent professional organization serving larger industrial, commercial and financial concerns.

5½ years contact with principals requires and develops varied business qualifications, mature straight thinking and some judgment and personality.

3½ years previous sold Central States market for manufacturer nationally known for aggressive merchandising.

Want a sales, executive, or special service opportunity (in the making) with congenial, sincere, solid people of highest principles.

Age 38, married, college man.

Address "R. K." Box 27, care Printers' Ink.

Print and Mail at St. Louis

"Ship from the center and not from the rim"

National Advertisers will find it most economical to take advantage of our central location by having their advertising literature printed and mailed from St. Louis.

Our facilities are such that we are capable of printing large catalog editions and advertising matter intended for National Distribution.

For over 40 years our plant has been in continuous successful operation. This has been accomplished by keeping our organization and equipment up-to-date and producing printed matter that satisfies both in quality and price.

Get our estimates before placing your next order for catalogs or advertising matter.

BUXTON & SKINNER
Printing & Stationery Company
306 N. Fourth Street, St. Louis, Mo.

Instructor in
ADVERTISING AND SELLING
HYATT & STRATTON COLLEGE
Buffalo, New York

Address as above for free prospectus of a singularly thorough preparation for remunerative effectiveness in a field of wide opportunity.

Vegetable Crutches Advertised in a Light Vein

In recent business-paper advertising the Frost-Superior Fence Company, Warren, O., manufacturer of Frost Farm Fences, is introducing a new product to the trade, "Frost-Superior Vegetable Crutches." They are used to hold up vining plants or flowers.

The copy starts off in a light vein: "They're in the hold-up game for life! Yes, sir. Vegetable Crutches — something new! Aren't they the bean's suspenders? They'll go right on for 15 or 20 years, holding up vining plants or flowers, and won't rot or break off like wooden sticks. All you have to do is chuck them in the cellar over winter, and they're there when you want them in the summer."

Phillips-Jones Corporation Reports Gain

The Phillips-Jones Corporation, New York, "Van Heusen" collars, and its subsidiaries, Chain Shirt Shops, Inc., and the Wira Realty Corporation, reports net profit for the year ended December 31, 1922, of \$932,156, as compared with \$676,239 for the year ended June 30, 1922. Sales for the year amounted to \$11,135,416 as compared with \$10,317,396 as of June 30, 1922.

Indiana Piano Company Starts Advertising Department

The Hobart M. Cable Company, piano manufacturer, La Porte, Ind., has created an advertising department. C. E. Snell, formerly owner of the La Porte Advertising Service, has been appointed advertising manager. Building up and strengthening the dealer organization is the chief aim at present of this department.

New Accounts with Irvin F. Paschall

S. F. Bowser & Company, Fort Wayne, Ind., the C. H. Poke Manufacturing Company, Kansas City, Mo., and the Rogers Park Hotel, Chicago, have placed their advertising accounts with Irvin F. Paschall, Inc., Chicago.

With Smith, Sturgis & Moore

John Thornton Beatty, formerly with Hewitt, Gannon & Company, New York, has joined the staff of Smith, Sturgis & Moore, Inc., advertising agency of that city.

ALEXANDER WOLSKY, INC.

Markets of
13 MILLION
PEOPLE
The FOREIGN LANGUAGE
FIELD OF THE
UNITED STATES
EST. 1895
COMPLETE ADVERTISING SERVICE
ALL LANGUAGES
ALL PAPERS
PUBLISHERS REPRESENTATIVES



The Bell System's transcontinental telephone line crossing Nevada

Highways of Speech

Necessity made the United States a nation of pioneers. Development came to us only by conquering the wilderness. For a hundred and fifty years we have been clearing farms and rearing communities where desolation was—bridging rivers and making roads, civilizing and populating step by step, three million square miles of country. One of the results has been the scattering of families in many places—the separation of parents and children, of brother and brother, by great distances.

To-day, millions of us live and make our success in places far from those where we were born, and even those of us who have remained in one place have relatives and friends who are scattered in other parts.

Again, business and industry have done what families have done—they have spread to many places and made connections in still other places.

Obviously, this has promoted a national community of every-day interest which characterizes no other nation in the world. It has given the people of the whole country the same kind, if not the same degree, of interest in one another as the people of a single city have. It has made necessary facilities of national communication which keep us in touch with the whole country and not just our own part of it.

The only telephone service which can adequately serve the needs of the nation is one which brings all of the people within sound of one another's voices.



"BELL SYSTEM"
AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

*One Policy, One System, Universal Service, and all directed toward
Better Service*

You need this lettering device

-if you make layouts and dummies or if you use, or would like to use, Hand Lettering. The headlines above and below were lettered by a novice without training or ability.

The VIZAGRAPH

is not a rubber stamp, stencil or photographic process. It is a practical device that does perfect Hand Lettering in many styles and sizes. It is in constant use by Advertising Agencies, Art Services, Publishers, Engravers, Printers and Advertising Managers. Its cost is moderate and it quickly pays for itself in time and money saved and in improved work.

Send for illustrated booklet containing samples of VIZAGRAPH Work.

VIZAGRAPH Company
949 Broadway, New York City

FOURTEEN POINTS POINT NINE

ELIMINATION—Of wasted time, useless interviews, disappointments; for the man who wants a job, and the employer who needs a man.

ROBNETT-HONES, Inc.
Personalized Vocational Service
20 W. Jackson Blvd., Chicago, Ill.

Unusual Man Available

At present and for past 8 years Director, two Biggest Newspaper Advertising Syndicate Services in country, acting as Service Director—Production Director—Art Director.

Originator many NEW IDEAS in Service Business.

Originator and Editor, famous News-papeman's House Organ Magazine.

As SERVICE DIRECTOR—Visualized all Ideas—Styled Fashion Pages—Merchandised Entire Service—Originated all Space-Selling Ideas—Wrote Copy—Planned and Directed every end of these 2 Big Services.

As ART DIRECTOR—Complete charge of large staff Artists—authority to hire and fire—Planned and Directed Art Work of Thousands of Drawings yearly, every imaginable subject.

As PRODUCTION DIRECTOR—Sharp buyer of Art, Engraving, Printing, Paper, Composition, Mats, Electrotypes, etc.—even in this end originated New Ways of Effecting Savings.

Former Experience covers Department Store, Mail Order, Newspaper, Art Advertising, Publicity, Sales.

Numerous BIG MEN endorse him as Unusual-many-sided Clear-thinking type of Executive—not type to follow beaten paths, but inclined to Blaze New Trails. Address "H. D." Box 38, Printers' Ink.

London Discussed as 1924 Advertising Convention City

The New York Advertising Club on February 8 heard F. A. Wilson-Lawrenson and Sir Charles Higham speak on London as the 1924 convention city of the Associated Advertising Clubs of the World.

Mr. Lawrenson had recently returned from a trip to London where he had gone as special envoy of the Associated Advertising Clubs of the World to report on the desirability of holding the 1924 convention of that association in London. He said that he could not anticipate his complete report on his findings, but declared that he could make known the fact that two British publishers had subscribed \$25,000 each toward a fund to defray the expenses of the convention if it should be held in London.

Sir Charles Higham, who came on this visit as chairman of the "On-to-London Committee" of the Thirty Club of London, in speaking of the desire of British advertising interests for the 1924 convention at London, and of his efforts to fulfil that desire, said:

"Much against the wishes of some and with the pleasure of others, I was asked if I would come to Milwaukee and try to get the convention. I knew I was two years ahead of time and that, progressive as my American friends were, I didn't suppose they would commit themselves two years ahead to anything. But to my surprise, the presidents of the clubs and the delegates themselves by standing vote, said: 'London '24.' I have found out since that that was a promissory note, but as I told my American friends, 'When an American in the advertising business or in any other business gives anybody a promissory note, he is always ready to endorse it when the time for endorsing it comes.' It is coming to Atlantic City this year and I haven't the least doubt that when I read the London programme at that convention (not less than one hundred British advertising men, who will be present, allowing me to speak for them) the convention will unanimously decide to come over to our side of the water."

St. Louis Agency Opens Branch Office in Cincinnati

The Chappelow Advertising Co., St. Louis, has opened a district office in Cincinnati under the management of Charles W. Moss.

Mr. Moss, for the past four years has been secretary and sales manager of the Paradise Spring Co., Brunswick, Me., the executive offices of which are in Cincinnati.

A. L. Morrison with "Fruit World"

A. Lee Morrison has been made Eastern manager of *Fruit World*, South Bend, Ind., with headquarters at New York. For the last three years he has been Eastern and Western manager of the *American Fruit Grower Magazine*.

He thinks straight

*He knows agency needs and
the dimensions of
the niche he
can fill*

HERE'S a man you would probably hire if you knew he was available. He has proved himself in various capacities. Although young for a big job, the fact that he has successfully filled managerial positions speaks convincingly of his ability.

Approaching thirty, a Gentile, he is now equipped and ready for the one big opportunity. But it must be an opportunity, and not "just a job."

Ten years advertising experience—the last three as agency general manager. He knows agency practice from A to Z. But he is also firmly grounded in the fundamental business principles that clients today value more than ever before.

He can write copy of Saturday Evening Post calibre. His stories have appeared in magazines of national circulation.

He is not a "nineteenth hole salesman," but he does win and hold confidence through sincerity of purpose, loyalty to ideals, and straight, clear thinking.

The man who needs him to help shoulder the big details is an agency head, or other executive of equal status. If you are finding the pressure of routine and detail too heavy, investigate this man's ability to relieve you of part of the load.

No requirements as to location; Salary what he is worth—now. Now employed —available March 15th. Please address "E. A.," Box 35, care of Printers' Ink.

The Federal Trade Commission has issued an order that is of importance to every publisher, printer and binder

THE Little Library Corporation are publishers of small volumes, some of which are bound in leather and others (at a lower price) in imitation leather. These volumes have been advertised very extensively within the past few years, and, through wide distribution, have become favorably known to millions of consumers throughout the country. A certain publisher issued books somewhat similar in appearance, though under a different name, and offered them for sale in interstate commerce, through advertising. The Little Leather Library Corporation lodged a complaint with the Federal Trade Commission in Washington, alleging unfair competition under the Federal Trade Commission Act. The Federal Trade Commission, after full investigation, has recently issued an order which is of interest and importance to every publisher who may seek to protect a valuable good

will. The order enjoins the defendants in the case from:

- 1st. Obtaining by spying, espionage or *in any manner other than from the Little Leather Library Corporation* (italics ours) information relative to the cost of manufacture, source of supply of materials or the marketing of the products of the Little Leather Library Corporation of New York.
- 2nd. Selling or offering for sale in interstate commerce, *any books* (italics ours) or sets of books containing stories, dramas, essays, or other literary productions, *simulating in binding, size, materials, form, appearance and arrangement of text,* (italics ours) the books sold or offered for sale by the Little Leather Library Corporation of New York City, New York.
- 3rd. Publishing or causing to be published or circulated in any newspaper, periodical or magazine, any advertisement simulating in form, substance and appearance the advertisements of the Little Leather Library Corporation of New York.

NOTICE: The Little Leather Library Corporation, in any further case of unfair competition that may arise, intends to use every legal measure to protect and safeguard its interest under this ruling.

LITTLE LEATHER LIBRARY CORPORATION
354 Fourth Ave. New York, N. Y.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER; Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., DOUGLAS TAYLOR, Manager. Atlanta Office: 704 Walton Building GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

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Chicago: G. A. Nichols
London: Thomas Russell
D. M. Hubbard

NEW YORK, FEBRUARY 15, 1923

Back of the Sale—A Policy With all the emphasis which is being placed on sales and sales methods there is one important fact which is often overlooked. That is the policy back of the sale; the policy or idea which in so many cases actually makes sales.

Here is a concrete example of the statement. A young man from another business came into an old-established industry which made cameras. Having a certain amount of curiosity, he asked the head of the production department why camera boxes had always been made of black leather. With no better answer forthcoming than that they had always been made of black, he decided to try an experiment. After much argument on his part against mere factory tradition the production department made up a small number of cameras of red with brass trim-

nings. These were given to a somewhat lukewarm sales force, and with a brief announcement to the trade the road men were sent out with the new and tradition-shattering product as a side line to the regular selection of the company's cameras.

To the retailer of a certain type these cameras of new color sold almost on sight, even though the price was purposely put higher than on the regular line. Without any unusual methods on the part of the sales force these cameras, with a new idea in color added to them, sold far beyond the expectations of the man who had originally suggested the idea.

A vice-president adds a new idea to the old-fashioned overshoe, attaches the word "Radio" to it, advertises the slogan "on and off like a flash," and the sales force has something new and unusual to talk about. The little bulge at the top of the tumbler to keep it from nicking, adding silky softness to the wearing qualities of cotton, these policy ideas and the scores of others which have proved successful are often the things which make big sales possible.

It sometimes happens that the policy behind the sale is not given nearly the credit it deserves. When a new idea is adopted by the management of a firm, and so well advertised that consumers have been made familiar with the added advantage it brings to the product, the consumer himself becomes a most effective salesman for the thing he wants. He has been known in such circumstances to urge his local retailer to stock the new product, to tell him how much profit he can make out of it, and to pledge his own patronage and that of his friends. It takes a stony-hearted and shortsighted merchant indeed not to yield to this sort of pressure. Long before the sale there is often a policy or idea evolved by some man who never comes into contact with the retail merchant. And the value of such policies and ideas on the final sale made by the salesman out on the firing line, is a thing too often underestimated.

**Explanation
of
Advertising
Epidemics**

industries that previously had not done much advertising, or else had let one or two concerns do all the advertising for the industry. A couple of years ago something of this kind took place in the advertising of pipeless furnaces. It is going on now in the advertising of baby chicks. The fountain-pen field furnishes us with another star example of what we mean. For years fountain-pen advertising was dominated by two or three companies. Now, however, there are a goodly number of advertisers contending for attention in that industry.

What is the reason for these beneficent epidemics? We say "beneficent" because generally these advertising outbreaks push industries rapidly forward into positions of leadership that they did not occupy before. In the case where the industry had previously done little advertising, the fact that a company in it suddenly discovers the value of advertising is usually sufficient to arouse some of its competitors to a similar effort. In the case where there have always been advertisers in the industry, the fact that one of the concerns in it makes a radical change in the usual type of product is generally cause for intense advertising rivalry among all the contending competitors.

But there may be other reasons. At the present time there is a large volume of harness advertising appearing in the agricultural papers. The Walsh Harness Company of Milwaukee is probably leading in the tournament. Its intensive, large-space copy in behalf of its no-buckle harness is appearing in a large number of publications. Several other companies are following suit.

A curious thing about these harness advertisers is that most of them are selling by mail. Now, of course, a concern cannot sell by mail unless it advertises. The fact that they are soliciting mail

business is a sufficient explanation of the current volume of harness advertising. But it does not explain why so many harness companies have gone into the mail-order business.

There are probably several explanations of this. We do not pretend to know the real one, but we do know *why* this advertising is so productive. It is bringing results because it is meeting with little opposition from harness dealers. The harness dealer as a factor in distribution is gradually disappearing. To be sure, there are still thousands of harness retailers, but they are not so accessible as they once were. In many communities there are no such dealers at all. The average person in search of a harness does not find it easy to see a dealer. Hence the tendency to buy by mail.

Entirely too many concerns that used to cater to the horse market have given up the fight. This is a mistake. An article in this issue about the horseshoe campaign of the Manufacturers Iron and Steel Company tells that there are more than 27 million horses and mules in this country. This is just as good a market as it ever was, as the Walsh Harness Company, the Thornhill Wagon Company, The American Pad & Textile Company and others are finding out.

**Answering
Objections to
Advertising**

**When
Oversold**

The manufacturer who continues to advertise though the factory is temporarily oversold has logic on his side. He is operating on a sound business principle, as old as insurance. PRINTERS' INK has printed scores of articles proving the far-sighted wisdom of such a course.

There are two sources from which strenuous objections are sometimes received when the head of the company continues to create demand though supply is temporarily inadequate. Retailers often urge that advertising be discontinued under these conditions and employees inquire why part of

the appropriation is not put into their pay envelopes instead of into advertising mediums. Both have been well answered. A few weeks ago in England the policy of certain cloth manufacturers who advertised though oversold was severely criticized at a meeting of retailers, the Drapers Chamber of Commerce.

The chief executive of one of the concerns criticized appeared at the meeting to make his answer. He explained that efforts were then being made to increase production to keep pace with the demand which had been created by aggressive advertising, and that the shortage of goods was temporary. He pointed out that in the interim the value of each dealer's franchise to sell the goods was being greatly augmented by consistent advertising, and that most of the criticism emanated from retailers who had ordered inadequate stocks. "It would be a serious thing," he said, "to discontinue all our advertising which was arranged for and planned months ago, merely because some retailers have ordered too lightly. Such action would be unfair to those retailers who had more faith in our programme and intentions, and poor business policy for our establishment. Advertising to be valuable to us and to you must be consistent not spasmodic. The creation of a desire for merchandise which will soon be delivered is far better business than discontinuance of all advertising because of temporary shortage."

To the other class of objector, the employee who wonders why the firm doesn't use the money it spends in advertising when oversold to increase his wages, the Western Clock Company offered this explanation at a time when the entire output was sold in advance:

"The money spent in Westclox advertising today is an insurance on the Westclox production of the future. The clocks you turn out today are sold, but how about those you are going to build two and three years from now? Altogether we are creating a demand

for Westclox that will insure a sale for our product whenever alarm clocks are in demand. When one looks at it from this viewpoint the few pennies that we spend per clock for advertising and sales work seem small indeed. Westclox advertising has to do the work where our salesman does not call. Without advertising and without salesmen how would we sell our product?

"Paraphrasing an old adage we might say: We have a beaten path to our door, but we have to keep up the quality of the product and we have to keep the path clear or we will soon be forgotten. Building quality into our product and telling of that quality through advertising and sales and letter contact guarantees the future of the Western Clock Company and your job and my job."

Neither a dealer nor an employee would consider it good business to drop his insurance policy simply because it was a nice day, and he felt full of health and vitality. Consistent advertising even when oversold is insurance for permanent business. Retailers and employees are beneficiaries from this insurance in addition to the manufacturer.

Independent Grocers in Co-operative Campaign

Independent grocers of Lexington, Ky., are running a newspaper campaign, pointing out the advantage of dealing with them. It is an educational campaign, half-page space being used. One of the advertisements pictured the advantages of quick-delivery service contrasted with the customer struggling home with bundles. It read: "Why do all the work? Which do you prefer—service or drudgery? The home-town grocer offers you the finest merchandise obtainable and a decidedly generous degree of service. Consider the item of free delivery. Wouldn't you rather have your bulky purchases delivered to your home, instead of carrying them yourself just to save a few pennies?"

Capitalizes on Foiled Burglary

The Holmes Electric Protection, Philadelphia, recently caught a burglar red-handed in the act of robbing a pawn broker's store. The next morning there appeared in the newspapers copy, headed "Burglar Fails—Jail Instead of Loot." Then came details of the attempted robbery and how the Holmes guards caught the burglar in the act.

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Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

**AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS**

1919

Liggett & Myers Tobacco Co.
(*Fatima, Chesterfield and
 Piedmont Cigarettes*)

Johns-Manville Incorporated

1920

Western Electric Co.

1922

American Chicle Company

1923

Sanitol Chemical Laboratory Co.
(*Toilet Preparations*) and
Richard Hudnut, Perfumer

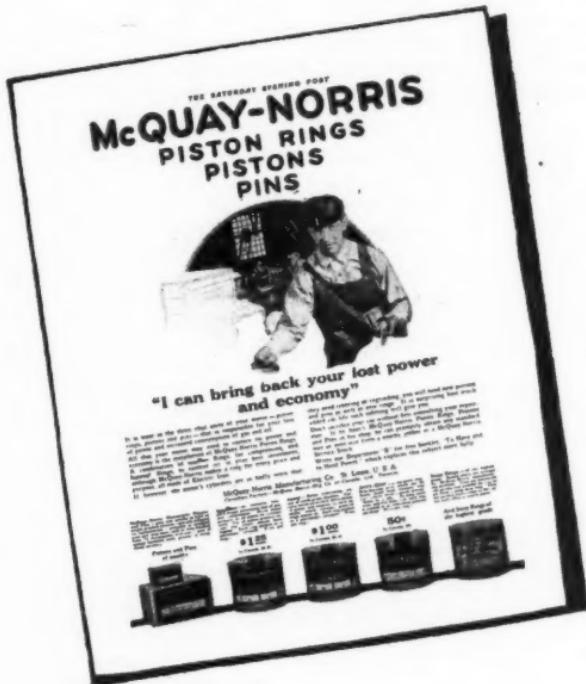
"NOT HOW MUCH, BUT HOW WELL"

NOTE: Including its fifth client (Sanitol and Hudnut), Newell-Emmett Company has added only three clients in four years. In line with this policy, a considerable period must again elapse before work for a sixth client can be undertaken—this, in order that the initial study and development of service on a new account may not be disturbed by the acceptance of a still newer one.

Feb. 15, 1923

Twenty-sixth of a series showing

Who Reads the PRINTERS' INK Publications



The advertising of the McQuay-Norris Mfg. Co. is handled by D'Arcy Advertising Co., St. Louis. The PRINTERS' INK Publications give a complete coverage of both the advertiser and the agency handling the account.

The following individuals in the McQuay-Norris Manufacturing Company are readers of either Printers' Ink or Printers' Ink Monthly, or both, as indicated:*

Name	Title	Weekly	Monthly
W. K. Norris	President	Yes	Yes
C. L. Derrickson	Vice-President	"	"
L. A. Safford	Vice-President	"	"
A. G. Drefs	Vice-President	"	"

* Information furnished by the
McQuay-Norris Manufacturing Company

THE PRINTERS' INK PUBLICATIONS

PRINTERS' INK

The Weekly Journal of Advertising
Established 1888 by GEORGE P. ROWELL

PRINTERS' INK MONTHLY

An Illustrated Magazine of Advertising, Sales and Marketing

185 Madison Avenue, Corner of 34th Street, New York

The Little Schoolmaster's Classroom

IN the morning's mail the other day there came quite unobtrusively an eight-page folder of the E. L. Miller Mfg. Co., of Kansas City, Mo. This little folder—it came in a commercial-size envelope—was not remarkable for appearance or get-up. It was so very practical that every bit of space was filled with descriptive matter about a line of "Climax Oil Burners" that the company manufactures. It used no space for anything but telling the reader just what he could do with one of the oil burners in his stove and furnace.

The thing that caught and held the Schoolmaster's attention, however, was not the folder itself, because he owns no stove or furnace in which to put an oil burner, but a neat little card that was enclosed with the folder. This card, about the size of an ordinary visiting card, bore the following legend:

"Friend, you may not be interested. Then, won't you please pass this along to someone who is?"

"Will you not kindly send us the name and address of a possible customer?"

That simple legend interested the Schoolmaster immediately, because he has a friend who lives a few miles out of town, who, due to the difficulty of getting coal out in the country, has been trying to find a substitute for it that could be used in his kitchen range and furnace.

Here was a new use of an old idea — printing the suggestion about a friend on a separate card. One picks up the folder to glance at it, when out slips the card. Attention shifts to the card. From the card it goes back to the folder with a double idea in mind—to see what it is about and whether it might be useful to a friend.

* * *

The amenities of business have come to mean something more than a phrase in the last few years. Even among competitors

this is true and often the live-and-help-live attitude is reflected in their advertising. Probably it pays. The Schoolmaster is inclined to believe that it does.

Except during abnormal periods there is business enough to go around, and the manufacturer who is not afraid to admit openly that

More JORDAN cars
were sold in Chicago
last year than any at
or above the JORDAN
price — except the
Cadillac — and I'll take
off my hat to that
bunch

Edward S. Jordan

THERE'S A RING OF SINCERITY
IN THIS COPY

there are others in the field making good products will get his share plus an incalculable amount of good-will. An occasional boost for the other fellow should prove quite as effective as a boomerang as knocking and slanderous tactics.

A piece of newspaper copy which appeared in Chicago during the week of the automobile show there illustrates the point that the Schoolmaster is trying to make. It appeared over the signature of Edward S. Jordan of the Jordan Motor Car Company, who frequently writes his own copy. "More Jordan cars were sold in Chicago last year," he said, "than any at or above the Jordan price—except the Cadillac, and I'll take off my hat to that bunch."



"Good-Ad" Signs

Create a Desire to Buy

Decalcomanie Window Signs create a desire-to-buy appeal through the attractive qualities of their artistic designs, and the brilliant and permanent colors used.

And of equal importance—they show where the desire can be fulfilled—pointing the way to the place of actual sale.

"Good-Ad" Signs

of

DECALCOMANIE

that "Goes On Forever"

are doing this double-duty for large and small advertisers.

Send for actual Decalcomanie samples to try—also, for illustrated literature and details of non-obligating, free sketch offer.

We have some particularly interesting information for advertising agents

PALM, FECHTELER & CO.
Decalcomanie Pioneers

67 Fifth Avenue, New York
Representatives in all principal cities



Feb. 15, 1923

*"Greatest Lumber
Newspaper on
Earth."*

American lumberman
Published
In CHICAGO
—Read wherever
lumber is cut or sold.
Member A. B. C.

THE HOTEL BULLETIN

A monthly hotel magazine with
a national distribution.
Purchasing power of readers is
many millions.

Best producer in the hotel field.
Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

PETROLEUM AGE

"Its readers are leaders." Let us show you
how we reach the "men who count," in the
purchase of oil producing, refining and mar-
keting equipment.

28 E. Jackson Blvd., Chicago
Eastern Office—56 W. 54th St., New York City
Member A.B.C.

Proprietary Medicine
Manufacturers large and small all
read and rely on the trade paper
of their industry.

"Standard Remedies"
(440 South Dearborn, Chicago)

**The AMERICAN
RESTAURANT**

The Magazine For Eating Places
It tells its own story—have
you a copy?

123 W. Madison St. Chicago

For Direct Advertising Work
Young man or young woman wanted
by manufacturer of high-grade laundry
chemicals in pleasant college town, two
hours from New York City. Ability as
correspondent, experience in handling
printing, copy-writing knack, facility in
operating multigraph, knowledge of sales
work or relations with jobbing or supply
houses would be assets. Growing, high-
class business, served by advertising
agency. Give full details, including
salary expected. If possible, send photo-
graph. "P. H.", Box 290, Printers' Ink.

If that copy didn't build the
kind of favorable opinion that will
help sell Jordan cars the School-
master and several members of
the Class are hopelessly wrong.

* * *

A class in the business adminis-
tration department of a certain
university recently heard an ad-
dress from a Chicago manufac-
turer on how advertising could be
supplemented and made more re-
sultful through developing re-
tailers.

This manufacturer explained at
length how his firm helps the
dealer sell and then expressed a
willingness to answer questions.

"You do not always practice
what you preach, do you?" spoke
up one bold student.

"No, I am afraid we do not.
But what did you have in mind?"

"Well," the student replied, "a
relative of mine started in business
with a stock consisting mainly of
your goods. You helped and ad-
vised him. Then after he had
fought his way along to a place
where he was really in line to ac-
complish something he began get-
ting mean letters from your credit
department and has not been mak-
ing very good progress ever since."

The first thing the manufacturer
did on getting to his office next
morning was to call for the corre-
spondence with this retailer. He
found the student's statement was
correct. The credit man had got
the wrong slant on the case some

EVENING HERALD

Los Angeles, Cal.

LED ALL NEWSPAPERS IN
THE WORLD IN ADVERTISING
GAINS 1922 OVER 1921.

GAIN **3,493,854** LINES

Representatives:

H. W. Moloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg.,
6 No. Michigan Ave., Chicago
A. J. Norris Hill, 710 Hearst Bldg.,
San Francisco, Cal.

A young sales executive of a manufacturing corporation doing an annual domestic and export business of many million dollars finds himself, on account of decidedly unique circumstances, willing to consider another connection with headquarters in New York, when the right opportunity shall present itself.

Thoroughly familiar with domestic and conservative foreign merchandising methods: introduction, financing, publicity, distribution and sales stimulation on a large scale. Trained by experience to co-ordinate and direct conflicting elements of both national and international marketing policies. Favors a growing and constructive agency or manufacturing organization about to enlarge an established domestic market or planning an extension of British or Continental relations.

No salary of less than ten thousand will be considered. Conference by appointment.

Address "A. R.," Box 31, care of Printers' Ink

When you say—MAILING LISTS You mean **BOYD'S**

List Builders for three-quarters of a century.
Names of any kind for all parts of the world.

Your Sales and Advertising Departments will be interested in our New List Catalogue, with statistics covering the principal trades and professions of this country, state figures, etc. It is worth the trouble of penning us a line on your business stationery. Ask for List AA-53.

BOYD'S CITY DISPATCH

19-21 BEEKMAN STREET

NEW YORK



Howell Cuts

for houseorgans
direct mail and
advertising
Charles E. Howell, Fleet Building, New York



This emblem is
your Protection
Buy your Advertising
Calendars, Signs and
Specialties from Association Members.
Consult the Products Information Department
ADVERTISING SPECIALTY ASSOCIATION
208 South La Salle Street, Chicago

"GIBBONS Knows CANADA"
TORONTO MONTREAL WINNIPEG

Feb. 15, 1923

Sales Manager

With seventeen years' experience personal selling, and sales director with large, well-known corporations, will consider change.

Qualified for any line.

Salary \$10,000 per year and bonus.

Address "T. M." Box 29, care of Printers' Ink

WANTED

A young man. Single. College graduate with some experience as a newspaper advertising solicitor. Must have a pleasing personality and be a good worker. Position with large newspaper publishing house. Unlimited opportunity for advancement.

This is an unusual chance for the right man.

Give full particulars in first letter, which will be treated as confidential.

Address "P. J." Box 28, care of Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

PHONOGRAPH RECORDS

Records of Sales Talks and Advertising Matter are guaranteed 100% audience and this from the man who counts.

A quick passing glance will not suffice as in the case of other mediums. It must be played and natural curiosity inherent in every one will compel this.

The records are usually taken home to be played. This affords an entre beyond the expectations of the most optimistic of sales managers.

Let us give you details, etc.

Electric Recording Laboratories
210 Fifth Avenue, N. Y.

Success Qualities

A book of condensed information for every Salesman and Executive. 150 copies of original edition left. Mail one dollar today for your copy.

Price, \$1.00 Each; \$10.80 Per Dozen

SUCCESS PUBLISHING CO.

117 South 13th St. La Crosse, Wis.

way and had actually stepped upon what was in a fair way to become one of the firm's best accounts.

* * *

In telling the Schoolmaster of the incident, the Chicago manufacturer made it the occasion for a little sermon on how easy it is to lose or throw away business that strong advertising has labored long to create. He thought the preventable losses from this source alone must reach a huge total. And he is right.

In seeking the cause for such a condition the human element naturally is encountered first. Until the head power of the so-called human race gets vastly better than it is now, there always will be this sort of a drag on advertising. It is equally true though that the evil can be minimized to a very great degree by the same force that creates the business in the first place—advertising.

Wisely officered firms are getting more and more the opinion that advertising addressed only to the prospective buyer does not go nearly far enough and that if it is going to exert its full cumulative powers it must be brought to bear upon the organization also.

The credit man who nearly wrecked the account the student spoke of was proceeding doubtless according to his lights. That he did not have the advertising sense which would have kept him away

The Complete Book on Engraving and Printing

"Commercial Engraving and Printing," by Charles W. Hackleman, is a veritable encyclopedia of useful, time-saving and money-making information for advertising men.

It gives quick answers to daily questions about photography, retouching, drawing, reductions, enlargements, styles of drawing, plate-making for one or more colors, all methods of printing, color harmony and effective combinations, embossing, bookbinding, etc., etc., 850 pages—over 1500 illustrations—35 related subjects.

Write for FREE prospectus showing samples, pages, contents, approval offer, etc.

COMMERCIAL ENGRAVING PUB. CO.

Dept. KC, Indianapolis, Ind.

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from his destructive tactics probably was as much the firm's fault as his. Selling goods is the one big object of a business and everybody in the place from the president down to the newest elevator operator should know it and be guided accordingly. When this is the case there are not so many of the kind of errors the manufacturer discovered while making his address. A deliberate campaign wherein a firm's advertising is advertised to its employees, and the selling instinct thus given some fertilizing elements, has paid big dividends in many an important concern.

Government Will Make Farm Survey

The Department of Agriculture has started a nation-wide survey to bring together for the first time in actual facts and figures, the results of farming operations during 1922. Acreage, farm value, method of operation, production, receipts and expenses on individual farms are to be compiled by sections and commodities.

Snitzler-Warner to Handle Linn Products Account

The Linn Products Company, Chicago manufacturer of "Linn" soap powder, has placed its advertising account with the Snitzler-Warner Company, Chicago advertising agency. Newspapers will be used for this account.

NOT A SINGLE GENIUS IN MY FAMILY

but all above the average in education and intelligence and noted for industry and loyalty. That's about all I can say for myself, except that I am 30, have had valuable executive experience, am a good copy writer and correspondent and am manager of a trade magazine now. Do you want me?

Address "F. B.", Box 36,
care of Printers' Ink.

CIRCULATION TROUBLES

If you are experiencing difficulties in getting the necessary circulation for your periodical, I would like to talk over the situation with you. I can show you some unusual records of returns from direct-mail efforts, and the other sources of subscription production—**BOTH ON GENERAL PUBLICATIONS AND ON TRADE PUBLICATIONS.** This will involve no obligation on your part but a line to the address below may open up new possibilities for you at a mighty important time.

Address "C. T." Box 32,
Care of Printers' Ink.

This Ad Man Gets Results at Small Expense

At small salary replaced the high-salaried staff AAAI Chicago Machinery Manufacturer. Wrote all copy—periodical, direct mail, catalog, house organ, publicity, sales letters—and in six months with only one steno. assistant doubled results at a big saving.

Due to conditions beyond present employers' control, this man available for new connection after March 1st, preferably as advertising counsellor in Chicago.

University graduate, 10 years agency, automotive and general manufacturing experience. Five years with leading motor truck maker. A result-producer with convincing evidence of his ability.

Address "H. C." Box 20, Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

I Will Buy A Proprietary Medicine

One that has been established either for a long or short period. This would be on a cash basis and references will be furnished. Your reply will be considered confidential, and an opportunity for personal interview will be arranged. Address

"J. D." Box 21, Printers' Ink

The "CLASSIFIED" Clearing House
NEW YORK · ARKENBERG SPECIAL AGENCY · CHICAGO
REPRESENTING 500 NEWSPAPERS · WRITE FOR BOOKLET

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

WILL PAY CASH for lectures or business subjects to be used in conjunction with Business Administration Course by organized school. Address Box 302, Printers' Ink.

Harris Two-Color Rotary Press Bed, 29x42 sheet, 28x40 Automatic Art Delivery. Exceptional press for long runs. Price, terms, etc. C. F. & Co., 96 Beekman Street, New York City.

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

WILL PURCHASE

A MAGAZINE, PREFERABLY WITH LESS THAN 25,000 CLASS CIRCULATION. ADDRESS BOX 310, CARE OF PRINTERS' INK.

Rebuilt Office Machines
Bargain catalog guaranteed rebuilt multigraphs, addressing machines, duplicators, multicolor presses, etc. E. M. Dunbar, 219 Rowena St., Boston, Mass.

REORGANIZE!
your business, obtain new capital and larger profits. Man with successful record will assist or do the whole job on percentage basis. Or will buy interest. Address Box 311, Printers' Ink.

BARGAINS IN POWER PAPER CUTTERS

- 70" "New Idea" Automatic Clamp, Sheridan
- 64" "New Model" Automatic Clamp, Sheridan
- 50" "Dayton" Automatic Clamp, Seybold
- 50" "20th Century" Automatic Clamp, Seybold
- 45" "New Model" Automatic Clamp, Sheridan
- 44" "Oswego" Auto and Hand Clamp, Oswego Mach. Works
- 44" "Keystone" Automatic Clamp, Standard Mach. Co.
- 44" "Kent" Semi-Auto Clamp, Thos. Ryan
- 38" "Holyoke" Automatic Clamp, Seybold
- 38" "Oswego" Automatic Clamp, Oswego Mach. Works
- 38" "White" Hand and Auto Clamp, White
- 36" "New Idea" Automatic Clamp, Sheridan
- 36" "Sheridan" Hand Clamp, Sheridan
- 34" B. & C. Hand Clamp, Brown & Carver
- 34" "White" Hand and Auto Clamp, White
- 32" "National" Hand and Auto Clamp, Atlantic Mach. Co.
- 32" Seybold Hand Clamp, Seybold

Prices, Terms and Particulars of
CONNER, FENDLER & CO.
96 Beekman Street New York City

Manufacturers! Do you require responsible New York representative; Christian concern, complete office equipment and sales force? Reply Box 907, care of Printers' Ink, New York City.

A School nationally known will pay cash for 12 or 18 volumes Course of Business Administration written or backed by men of prominence. We will consider individual books that can be utilized for above purpose. Box 303, Printers' Ink.

250,000 MODEL B

Four-line Index Tab Addressograph Frames, \$15.00 a thousand.

2,000 MODEL B

Drawers, 65c each.

2 MODEL F ADDRESSOGRAPH

Direct Service Co., Rochester, N. Y.

PERIODICALS, HOUSE ORGANS, CATALOGS, etc.—First-class work; A1 service; prices reasonable. Doing printing of this nature but can take on more. City advantages, country prices. 67 miles from N. Y. Stryker Press, Washington, N. J. Phone 100.

Publishing and printing business for sale, worth \$90,000. Doing a well-established, national business by mail. Will sell all or part, or might trade for land. Owner has other interests. Don't answer unless you have some cash or real estate. P. O. Box 117, East Des Moines, Iowa.

AGENCY COPY MAN—We have an opening for a man skilled in national consumer copy, familiar with house-organ work and sales literature for national advertisers, and qualified to write on better retail selling. Apply by letter, telling what you have done in merchandising campaigns. Donovan-Armstrong, 1211 Chestnut St., Philadelphia.

HELP WANTED

Copy Writer for central New England agency. Must be capable of laying out entire campaigns. Knowledge of mechanical principles essential. Box 327, Printers' Ink.

WANTED

Illustrator and Designer; one who can handle both wash and Pen and Ink work. Address P. O. Box 649, Hartford, Conn.

Old and established Export Trade Paper can use services of advertising solicitor. Good territory open. Box 337, Printers' Ink.

Advertising Salesmen, experienced in selling syndicated newspaper or window display service to retailers. We have a proposition that should net you \$150 weekly. State past experience and territory with which you are familiar. Box 908, Printers' Ink.

WANTED—An active and successful Advertising Solicitor to represent a high-class weekly. Drawing account to apply on liberal commission. Write Box 334, Printers' Ink.

Want real advertising man thoroughly experienced in high-class direct-mail advertising, and well posted on national and local publicity, cost and results. P. O. Box No. 11, Cleveland, Ohio.

Salesman—Lithographic Display Advertising. One with a following and creative ideas for Cut-Outs. Will make attractive proposition to educated, high-grade man, Philadelphia organization. Box 313, Printers' Ink.

Wanted—Evangelical Christian man of education, with experience in newspaper work and advertising. Desirable position with large opportunity for usefulness. Address Box 318, Printers' Ink, giving references and salary desired.

WANTED

A manufacturer's New York representative familiar with the talking machine trade, to sell our patented accessory on commission basis. Address J. Abrahams, 942 Market Street, Philadelphia, Pa.

ADVERTISING SALESMAN AND COPY WRITER

A good position with well-known newspaper in lake city of 275,000 population. Write, stating experience, age, and salary expected. Box 1,000, P. I.

Assistant Wanted in Art Department
Young man with some art training and ability in devising cardboard constructions is needed by a leading New York lithographer. Write, giving experience and salary expected. Box 312, P. I.

Sales Manager—A client with a nationally advertised line of Women's Toilet Articles needs a Sales Manager. A very exceptional opportunity. Please write, giving experience and salary expected. Do not call or phone. It is necessary that I have your letter to submit to the client. T. L. McCready, Advertising, 18 East 41st Street, New York.

WANTED

Copy writer. Intelligence and ability to express ideas in plain, forceful English more important than experience. Call or answer by mail, stating exactly where and how employed in recent years and the salary there secured; married or single, and character of opportunity desired.

GUNDLACH ADVERTISING AGENCY

Flatiron Building
175 Fifth Ave., New York, N. Y.
(Ashland 7478)

An All-round Trade-paper Executive—We now publish two successful trade periodicals. We are planning to purchase another. This magazine has been established over a quarter of a century and has a good reputation but has been allowed to run down. It still carries a fair volume of advertising. I am looking for a hustler who can both edit it and take charge of the advertising on a salary and commission basis. It means hard work but offers a splendid opportunity for an experienced man. Box 333, Printers' Ink.

RETOUCHER—Exceptional opportunity for high-class man experienced in automobile and general artistic retouching. Call with samples or write for interview. Arrow Press, 320 West Thirty-ninth St., New York.

Wanted—Advertising representatives in every city who can produce if given the proper medium. Now is the time to get in on a coming publication, while we are building our organization. Give details to THE FLAPPER PUB. CO., 192 N. Clark St., Chicago.

SUBSCRIPTION MANAGER

to manage subscription department and to increase the production of canvassers for important magazines. Unusual opportunity. Write, stating age, salary expected, and present or last place of employment. Box 340, Printers' Ink.

Advertising Solicitor Wanted, having trade-paper experience in engineering and mechanical lines. Must have the knowledge and bearing to make his presence acceptable to big executives and to be able to lay out campaigns to fit their special needs. An opportunity to connect with a paper of long standing and prestige is now open. Address Box 317, Printers' Ink.

PHOTO-ENGRAVING SALESMAN

POSITION OPEN FOR FIRST-CLASS MAN
THE GILL ENGRAVING COMPANY

Writer of Advertisements Wanted
Rapidly growing New York advertising agency of the highest repute offers a post which holds (1) unusual advantages, including profit-sharing, and (2) opportunities that are all any man or woman who writes good advertising copy can ask for. Do not apply unless your capabilities can be proved by investigation and test and unless you feel that no matter how good your work is, it can be steadily improved. \$75 weekly to start. Box 332, Printers' Ink.

ARTISTS WANTED

One of the largest motion-picture distributing companies, enlarging art department, wants one or two first-class, all-round letter and layout artists. Also good newspaper artist, capable doing figures in line. Salaries commensurate with ability to deliver. Steady employment.

Apply in person and bring specimens to Publicity Department,

ASSOCIATED FIRST NATIONAL PICTURES, Inc.

7th Floor, 6 West 48th Street
New York City

Feb. 15, 1923

Advertising Manager wanted by leading publication in its field. Only first-class, high-grade producer will be considered for this position. Give full particulars about yourself, what you have done, and salary wanted. Box 305, Printers' Ink.

Copy man with broad general experience and a knowledge of textile, food and automobile business wanted by a prominent New York advertising agency. This man must have decided ability and the faculty of expressing himself in concise, forceful writing. State age, qualifications, religion, salary expected and full details in your first letter. Reply Box 331, Printers' Ink.

Sales Manager, preferably unmarried, between twenty-five and thirty years old. To take complete charge of marketing to the consumer through the grocery trade a product of the highest merit with unlimited possibilities. Must be able to select and direct a force of detail men. Salary and commission. This is a splendid opportunity for the right man. For interview address Box 306, P. I.

POSITIONS WANTED

YOUNG MAN, well experienced national advertising field, now employed, desires to connect with good live proposition in New York City. Best references. Box 309, Printers' Ink.

ADVERTISING SOLICITOR wants position, either on New York Daily, a Magazine or a New York representative for out-of-town paper or papers. Address B. W. L., Box 336, Printers' Ink.

Advertising Man, who has worked up through the ranks, is now ready for a bigger job. College man, hard worker and now employed. Salary secondary to opportunity. Box 301, Printers' Ink.

Advertising-Art—Young man (23), college graduate, experienced Art, Lithography, Engraving, all forms Display Advertising, etc. Capable assisting Art Director, Adv. Mgr. Box 330, P. I.

Executive (woman) (Christian), twelve years' experience, managing advertising office. Desirous of connecting with reputable firm. References exchanged. Apartment 1A, 555 W. 184th St., N. Y. C.

ARTIST, experienced, graduate of advertising course of New York School of Fine and Applied Art, desires steady New York City position. Box 326, care of Printers' Ink.

FREE LANCE WRITER

Formerly copy and plan chief big New York agencies and manufacturers. Part time or full time. Box 342, Printers' Ink.

ADVERTISING MANAGER DIRECT-MAIL SPECIALIST

A practical, experienced, mail salesman, who has made good, seeks a greater opportunity. Has sold by personal contact, by mail and prepared much effective advertising. Now employed as sales and advertising manager. In the early thirties and married. Box 325, P. I.

Writer distinctive, forceful copy seeks connection. Ten years' experience agency, fiscal agent, manufacturer. Graduate Alexander Hamilton Institute. Expert sales promotion. Good executive. Box 319, Printers' Ink.

Advertising Salesman—4 years' successful experience with *Chicago Herald & Examiner* and *Chicago Tribune* desires connection with first-class magazine or trade publication in Chicago. Box 321, Printers' Ink, Chicago Office.

Lady graduate Columbia School of Journalism, experienced as writer of feature articles, seeks work on Literary Magazine. Specialized knowledge of French and German BA London (England). Box 320, Printers' Ink.

Bookkeeper-Stenographer; office manager; experienced young lady accustomed taking full charge advertising office, desires connection with growing N. Y. agency where accuracy, initiative will be appreciated. Box 909, Printers' Ink.

ADVERTISING ASSISTANT

Experienced layouts, copy, mail campaigns, newspaper advertising, purchasing printing, art, engraving. University student. Samples and references submitted. Box 338, Printers' Ink.

AUTOMOTIVE COPY WRITER

Has written "selling" copy on practically everything that goes into the making of the internal combustion engine-equip vehicle. Wants permanent connection with agency or manufacturer. Now employed. Box 324, Printers' Ink.

SALES REPRESENTATIVE FOR PHILADELPHIA AND VICINITY

Reliable, energetic SALESman wants to represent printing, publishing or paper company. Broad experience, wide acquaintance, successful record. References. Age 35, married. Commission with moderate drawing account. Box 328, P. I.

Printing Superintendent

wants position with plant doing first-class work. Know paper stock, plates, familiar cost work, good estimator. Handle best class color work. 35 years of age. Give details in your answer. Address Box 304, Printers' Ink.

Advertising Salesman with long, successful experience in general magazine, class and trade publication work desires to change, seeks opportunity; has managed branch office and advertising department. Wide acquaintance advertisers, agencies New York and Eastern field; familiar Western field; best credentials; letters confidential. Box 335, Printers' Ink.

EMPLOYING PRINTERS

This Printer-Advertising Man believes inquiries for quality printing and direct-mail advertising service can be developed most economically and profitably by a planned direct-mail effort. He would like to exchange confidences with employers of vision. Address Box 315, P. I.

Feb. 15, 1923

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33,**ADVERTISING SALESMAN**

Will contract to promptly increase advertising revenue of class journal in national or Eastern territory, payment based on results. Will purchase interest in satisfactory publishing business. Address Box 300, Printers' Ink.

Mail Order Man

who can plan, and carry through to completion, effective direct-mail campaigns. Open for job as Mail-Order Manager or Assistant Mail-Order Manager of publisher or manufacturer requiring the best type of mail-order advertising. Set the day and the hour. I'll be there. Write Box 339, P. I.

Sales Promotion Executive wishes greater opportunity in handling publication, idea or commodity. Law and college trained; experienced in selling executives, business men and wage earners; winner in two national sales contests; has sold Board of Directors nine times out of ten; has organized and managed office and field forces; 33 years old; Christian; constant student; ambitious; tireless worker; has reached limit of present possibilities. Box 308, care of Printers' Ink.

**SAVE ONE-THIRD
On Your Printing Bills**

and get in addition invaluable printing advice from a disinterested expert who has spent 15 years mastering principles and practice of printing art. * * * * * Firms spending \$2,000 or more annually for printed products cannot afford to overlook this new and unusual individual service. Covers only metropolitan district; based on small monthly fee.

Box 314, Printers' Ink

Young Advertising Woman

with considerable direct-by-mail and mail-order advertising, and general publicity experience, would like to identify herself with product of appeal to women, or with an agency handling such accounts. Has keen sense of sales values and can write well. Can develop result-producing work. Box 321, Printers' Ink.

**Advertising and Sales Experience
for Rent**

We know a man in the textile field who is now available for the position of Advertising and Sales Manager. His long and ripened experience is particularly valuable in the field of Misses' and Children's wearables. He is old enough to know what to do the first time, without experimenting, and he not only knows advertising, but he knows how to handle sales correspondence to bring in orders—for he has been doing it right along. His salary won't scare you. We will be very glad to put you in touch with this man, on request. Address Box 307, P. I.

WE CONNECT THE WIRES

A DVERTISING MANAGER OR ASSISTANT with manufacturer or agency. Six years in present position, where he has charge of newspaper and direct-mail advertising. Employer writes: "High-grade man in every respect; tireless worker. Seasoned copy writer, with creative ability of high order, also ability to sell." Age 29; asking \$70. Our No. 2999.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

Agencies! Publishers! Advertisers! Whether you have a vacancy or no, allow me to tell you why my services would be profitable to you in any department of your organization. Age: 28; college education; 5 years' advertising agency and selling experience. Former employers will back up my statements. Box 329, Printers' Ink.

EXECUTIVE AND ACCOUNTANT A trained executive with thorough accounting experience, also experience with periodical publisher is open for a connection with a publishing house offering good opportunity to a man who can bring to bear initiative as well as both the ability and willingness to assume responsibility. Box 341, Printers' Ink.

To Industrial Executives—A high-type American with a wide practical knowledge of national and international business, an acquaintance with corporation methods and practices, experience in domestic and foreign sales and advertising, broad intelligence, university training, good appearance, fluent Spanish, ability as a writer and public speaker and a clean record of continuous progress with few changes, would relieve a busy man of important matters demanding attention. No work too difficult, no responsibility too great, no hours too long. Available owing to the international business situation. Address Box 322, Printers' Ink.

I Know

There is some firm around New York that can use my services in advertising of publicity and gain thereby.

Why? Well, I have enough experience in writing and editing to make a solid foundation on which to build. That is, I have been in the game nearly fifteen years, and I'm still young.

In return all I ask is a reasonable opportunity and a fair salary. Box 316, Printers' Ink.

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Speak in the Language of Your Market



From the standpoint of buying ability the man who wears the white collar is a secondary figure in the market-places of America.

His brother, the man who wears overalls, has superseded him.

Circumstances have made the mechanic or artisan the big earner. Habit and environment have made him a free spender.

He is swayed by emotion; he answers to the call of force; he is a light reader, and he follows the pathway of least resistance to the terminal of his desires.

His is the great class which is your most fertile market. Cultivate it with a simple, forceful and impressive appeal.

In other words, give it the call to which common sense tells you it will respond in full measure—

OUTDOOR ADVERTISING

Thos. Cusack Co.

Branches in 46 Cities Operating in or
Representing 8,500 Cities and Towns

CHICAGO
Harrison, Loomis &
Congress Sts.

NEW YORK
Broadway, Fifth Ave.
at 25th Street

"Because it is the W. G. N."

READERS of The Chicago Tribune in Peoria, Davenport, Madison and other cities were recently asked why they subscribed for this paper published in a distant metropolis. Various reasons were given, but almost one-fifth of The Tribune readers used this phrase:

"Because it is the W. G. N."

YOU who read this may consider it a vain boast for The Tribune to call itself the World's Greatest Newspaper, but if you buy advertising space you should realize the vast importance of the FACT that the men who make The Chicago Tribune and a large portion of the readers of The Chicago Tribune firmly *believe* it to be the W. G. N.

Read "The W. G. N."

A BOOK ABOUT THE WORLD'S GREATEST NEWSPAPER

TO APPRECIATE why The Chicago Tribune is able to produce such amazing results for advertisers, read "The W. G. N." — a 304-page book which is on sale at leading book stores of New York, Boston, and Chicago. It will be sent postpaid on receipt of \$2.00 by the Business Survey, 1711 Tribune Building, Chicago. Advertisers buy not only circulation but a positive powerful prestige when they buy space in

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

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Tribune Building
CHICAGO

Haas Building
LOS ANGELES